

JUAN PABLO ROQUENI

MARKETING AI TRANSFORMATION | PRODUCT & GTM INNOVATION | AI-POWERED GROWTH

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PROFESSIONAL SUMMARY

Marketing AI transformation and growth leader with 15+ years building and scaling digital products, revenue systems, and customer-acquisition programs across B2B SaaS, agencies, and founder-led ventures. Combines buyer psychology, product strategy, UX, analytics, paid acquisition, and revenue operations with hands-on ability to prototype AI agents, websites, automations, videos, and business systems. Co-founded three technology and media ventures, contributed to approximately \$4.5M raised, and built and led a 60+ person cross-functional team.

CORE COMPETENCIES

Marketing AI Transformation | GenAI Adoption & Enablement | Agentic Workflows | Product & GTM Strategy | AI-Powered Growth | Demand Generation | Revenue Operations | CRM & Lifecycle Automation | Paid Media & CRO | Buyer Psychology & Messaging | UX/CX | Analytics & Experimentation | Team Leadership

PROFESSIONAL EXPERIENCE

Growth/GTM Advisor | AI Transformation

Roqueni Consulting | San Diego, CA | Jul 2019 - Present

Selective advisory practice. Engagements include Growth Partner - Crisalix; Growth Strategy Advisor - Capture Experts; GTM Advisor - Agent Copilot; and Growth Partner - Lean Six Sigma Institute.

- Advise founders, product teams, and growth leaders on AI transformation, GTM, buyer journeys, demand generation, and revenue systems across SaaS, e-commerce, travel, services, and marketing technology.
- Conceived and independently built Gigajourney's customer website and operating platform with Claude Code, including reservations, advisor and affiliate attribution, traveler CRM, itinerary publishing, client portals, and operational dashboards.
- Helped configure agentic marketing workflows for Momentcast; shaped product strategy and positioning, created three homepage concepts and a 16-slide deck, and independently produced a 112-second 1080p video with ElevenLabs.
- Built Capture Experts' conditional LinkedIn and email outbound system, including segmentation, personalization, deliverability configuration, sequence logic, and Spanish conversion copy.
- Increased Sales Qualified Lead (SQL) generation capacity 329% for SquadMakers; improved Lean Six Sigma Institute efficiency and response rate 67% while reducing service costs 45%; and grew Kosmic Dust website traffic 657% and sales conversion rate 128%.
- Independently installed and configured OpenClaw, developing hands-on fluency in model selection, local models, token economics, tools, and troubleshooting.

Digital Accounts Manager

KWSM | San Diego, CA | May 2024 - Aug 2025

- Managed integrated digital strategies for B2B and B2C clients across paid media, content, email, CRM, conversion funnels, and web.
- Increased qualified case leads 28% for a legal client through funnel optimization and structured follow-up.
- Generated \$30K+ in new donations in two weeks for a nonprofit through donor acquisition and nurture campaigns with 42%+ email open rates.
- Introduced AI chatbots, referral systems, and NPS workflows; trained client teams on conversion accountability and pipeline discipline.

FOUNDER & LEADERSHIP EXPERIENCE

Head of Growth & B2B Sales | Co-Founder

Genio | Mountain View, CA | Feb 2015 - May 2019

- Co-founded a B2B SaaS workforce platform and led growth, product positioning, GTM, enterprise sales, pricing, and customer experience.
- Grew the product to 10,000 active users across 31 countries and sourced and closed 21 hospitality clients.
- Led rollout across 112 Coppel retail locations, reducing register wait times 42%.
- Played an end-to-end role in approximately \$2M of convertible-note financing: investor materials, financial modeling, sourcing, meetings, diligence, negotiations, and closing.

Product Marketing Manager | Co-Founder

Prowell Media Group | Mexico City, Mexico | Jan 2015 - Aug 2016

- Co-founded the media group and led product marketing for seven news, sports, and entertainment properties built with leading Mexican media personalities.
- Scaled the network to 100M+ monthly visitors and 100+ employees across U.S. Hispanic and LATAM markets.
- Helped raise approximately \$1.5M in cash equity and structure strategic media partnerships, supporting the deck, model, sourcing, diligence, negotiations, and closing.

Marketing & Sales Lead | Co-Founder

Social Rocks | Mexico City, Mexico | Jan 2008 - Feb 2015

- Co-founded a digital agency and proprietary social CRM/monitoring platform; built and led a 60+ person cross-functional team.
- Delivered digital programs for Disney/Marvel, Coca-Cola, Citi, Microsoft, Nestlé, BMW, Interjet, and other enterprise brands.
- Launched Disney and Marvel's first social influencer movie campaigns in Mexico, increasing ticket sales 32% in one quarter.
- Helped design Interjet's social CRM/support platform handling 5,000+ daily tickets; contributed to approximately \$1M in equity financing.

Sales & Business Development | Metropolis Tours | 2004 - 2008

- Grew the sales team from 4 to 28 and increased revenue 250% in 24 months; implemented CRM and opened new travel markets.

EDUCATION & PROFESSIONAL DEVELOPMENT

Stanford University Continuing Studies | 2016 - 2017 - Selling and Marketing SaaS and Mobile Solutions to the Enterprise; Ready-Aim-Fire Marketing Method; Visual Thinking

Florida International University | 2003 - 2006 - Completed 84 credits toward BBA in Marketing and Business Administration

TECHNOLOGY & LANGUAGES

AI & Build: Claude Code, ChatGPT, ElevenLabs, OpenClaw, local models, Figma, Canva, Webflow, Shopify | Growth & RevOps: HubSpot, Salesforce, GoHighLevel, Zapier, ActiveCampaign, Lemlist, GA4, Looker Studio, Ahrefs, Semrush | Languages: English (native), Spanish (native), French (fluent)