

RYAN PALMIERI

Brand & Marketing Leader | AI-Native · Frontier Tech · Creative Strategist

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SUMMARY

I build marketing systems and brand narrative for products the market doesn't know how to explain yet. The work is taking something complex and making it understandable and usable. I do that by building AI-native workflows that replace traditional marketing production and allow teams to operate at scale. Behind it is a decade of craft inside global campaigns for Nike, Samsung, Apple, and Warner Bros.

CORE COMPETENCIES

Strategy & GTM: Go-to-Market Strategy, Category Creation, Product Marketing, Developer Marketing, Token Launch (TGE), Demand Generation, User Acquisition, Full-Funnel Strategy

Brand & Creative: Brand Identity Development, Narrative Frameworks, Creative Direction, Integrated Campaigns, Content Strategy, Video Production, Figma

AI & Workflow Systems: Custom AI Workflow Development, Agent Architecture, MCP Integrations, LLM-Driven Pipelines, AI-Native Production, Reporting Automation, Publishing Systems

Leadership & Operations: Team Leadership, P&L / Budget Ownership, Agency Management, Cross-Functional Leadership, Global Stakeholder Management, Production Management (30+ crew)

PROFESSIONAL EXPERIENCE

Interim Marketing Lead (Contract) | DevSpot | Remote | Feb 2026 – Present

- Brought in to define brand positioning, narrative, and GTM strategy during a critical transition period
- Built foundational brand systems across positioning, email marketing, and developer-facing channels
- Led ecosystem growth across hackathons, partner acquisition, and community expansion

Head of Marketing | Gaia | Remote / Global | Aug 2024 – Jan 2026

- Scaled the platform from 80K to 700K+ active nodes by identifying that node operator trust — not feature marketing — was the real growth lever; rebuilt the entire strategy around operator success storytelling and community-driven distribution
- Defined positioning for the Gaia token (TGE) launch — translated complex technical developments into credible community-first narratives, driving sustained developer engagement over speculative volume
- GTM partner to Samsung on the world's first autonomous AI phone — led marketing where AI, software, and physical hardware converged at global scale; secured coverage in Forbes, Decrypt, CoinDesk, Business Insider, and Cointelegraph
- Created and led the first-ever Autonomous Agents Hackathon (remote, global) and built the developer marketing function; grew ecosystem to 111+ partnership and infrastructure integrations through KOL engagement and ecosystem amplification
- Led and mentored community managers across global regions to maintain 24/7 brand coverage across Discord (160K+) and Telegram (166K+)

Director of Brand Marketing & Creative | 4K Protocol | Los Angeles | Jun 2021 – May 2024

- Built brand strategy that repositioned an RWA protocol for institutional adoption, driving \$10M+ TVL by shifting narrative from blockchain mechanics to collector identity
- Personally designed brand kit, visual system, and campaign assets in Figma; wrote all positioning and messaging that made on-chain tokenomics legible to non-technical institutional and retail audiences
- Directed integrated campaigns bridging Web3 with consumer lifestyle branding, managing agencies and creative teams across collector and institutional communities

Director / Supervising Producer | Telepictures / Warner Bros / DC Comics | Los Angeles | May 2019 – Aug 2020

- Produced and directed multi-platform content for DC Comics properties that accumulated tens of millions of views — work led to a second Warner Bros engagement for digital event content
- Created and delivered original docuseries DC Visionnaires from concept through final delivery, directing agencies and production teams on all creative and high-fidelity video output

Marketing Advisor & Creative Director | Independent Consulting | Los Angeles / New York | Jan 2019 – Present

- Led GTM and brand positioning for AI, Web3, and emerging tech companies, developing messaging, campaign strategy, and production systems across early-stage and growth environments

Production Operations & Logistics | RadicalMedia | Los Angeles | Oct 2007 – Jun 2019

- Spent 12 years at a global production company working on campaigns for Nike, Apple, Samsung, Adidas, Audi, Honda, Sony, and Toyota — building the creative craft and brand instincts that underpin every marketing role since.

EDUCATION

Bachelor of Arts, Media Arts — Bloomsburg University of Pennsylvania
