

RYAN PALMIERI

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Marketing and brand leader who builds functions from scratch for technically complex, category-defining products that mainstream audiences don't yet understand. Grew an AI node network from 80K to 700K+ active nodes, led a Web3 token launch, and co-brought the first autonomous AI phone to market with Samsung — all while building and managing teams of 10+. Most recently produced a large-scale commercial managing a team of 30+ and a significant budget. 15 years bridging production craft and technical marketing across AI infrastructure, autonomous agents, Web3, and global campaigns for Nike, Apple, and DC Comics.

700K+ active nodes | 111+ partnership & ecosystem integrations | 12.3% engagement (10x industry avg)

SKILLS

Strategy & Growth: Go-to-Market Strategy, Product Marketing, Brand Positioning, Category Creation, Developer Marketing, Token Launch (TGE), Tokenomics Messaging, Community Growth, Lifecycle Marketing, User Acquisition, Developer Ecosystem

Brand & Creative: Narrative Frameworks, Creative Direction, Content Strategy, Video Production, AI Content Workflows (Claude, Runway, Gemini), Event Marketing, Protocol Marketing

Leadership: Marketing Team Leadership, Cross-Functional Collaboration, Agency & Vendor Management, Budget Ownership, Global Stakeholder Coordination, Production Management (30+ crew)

Tools: Adobe Creative Suite, Figma, Notion, HubSpot, Salesforce, Google Analytics, GitHub, Dune Analytics

Industries: AI Infrastructure · Autonomous Agents · Consumer Hardware · Web3/DePIN · Developer Ecosystems · Entertainment Tech · Consumer Tech

PROFESSIONAL EXPERIENCE

Marketing Lead | DevSpot | Remote | Feb 2026 – Present

- Defining brand positioning, narrative strategy, and GTM for a developer-focused hackathon platform
- Building marketing function from scratch — establishing operational processes, content standards, and channel strategy
- Owning brand voice and tone across X, LinkedIn, and email marketing campaigns

Head of Marketing | Gaia | Remote (Global Team) | Aug 2024 – Jan 2026

- Identified that node operator trust — not feature marketing — was the real growth lever; rebuilt the entire strategy around operator success stories and scaled platform from 80K to 700K+ active nodes
- Made an early bet on AI-native content workflows before they were standard — built a fully LLM-driven content engine that outperformed human-written benchmarks by 10x on engagement (12.3% rate)
- Owned the positioning decision for the Gaia token TGE launch — led with node operator narratives over token speculation, resulting in a community-driven launch with sustained developer engagement
- Partnered with Samsung on GTM for the world's first autonomous AI phone — marketing a consumer hardware product at global scale where AI, software, and physical hardware intersected
- Led developer marketing including the Autonomous Hackathon (Dubai) and partnership programs, building developer ecosystem with 111+ partnership and ecosystem integrations across decentralized infrastructure
- Owned event marketing strategy across major Web3 conferences; managed sponsorships, booth design, and brand presence

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

- Chose to lead with collector identity and lifestyle narrative rather than blockchain technology — a counterintuitive call that made on-chain verification feel like a premium credential, driving \$10M+ TVL and onboarding institutional partners who had previously dismissed Web3
- Led GTM execution for 500+ tokenized RWAs (watches, collectibles), simplifying tokenomics and on-chain mechanics for non-technical institutional and retail audiences
- Managed agencies, contractors, and creative teams delivering integrated campaigns bridging Web3 with consumer lifestyle branding

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

- Produced and directed multi-platform content for DC Comics brand — building audience at the intersection of entertainment culture and emerging digital distribution
- Developed and produced original docuseries “DC’s Visionnaires,” overseeing concept through final delivery
- Content accumulated tens of millions of views; re-engaged by Warner Bros to produce digital event content for DC properties

Independent Producer | Brand Strategist | Freelance | Los Angeles / New York | *Ongoing (alongside staff roles)*

- Most recently produced a large-scale commercial managing 30+ crew and a significant production budget, end-to-end
- Produce commercials, music videos, and branded content for Nike, Adidas, and Samsung-adjacent productions
- Provide GTM and brand consulting for Web3/crypto and AI teams: positioning, messaging, go-to-market strategy

Commercial Production Coordinator | RadicalMedia | Los Angeles | *Oct 2009 – Jun 2019*

Progressed from Head of IT/Operations into commercial production for global brands

- Managed cross-functional teams and vendor relationships for Nike, Adidas, Apple, Sony, Samsung, Audi, Honda, Toyota, and Dos Equis — building storytelling and brand craft for the world’s most technically demanding consumer brands
- Built operational systems for tracking, communication, and production readiness across internal teams and external stakeholders
- 10-year tenure provided foundational experience in senior stakeholder management, creative-operational excellence, and brand narrative at global scale

EDUCATION & AFFILIATIONS

Bachelor of Arts, Media Arts — Bloomsburg University of Pennsylvania
Member, Television Academy (Emmys)