

Arthur Julio Nelson

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EXPERIENCE

Noble, Head of Marketing, Mar 2026–present, New York

- Led positioning, GTM, and narrative for Noble's purpose-built AI product for the creator economy. Defined ICP and use cases through 50+ discovery interviews to establish PMF.
- Designed and ran a KOL-led launch plan with 10 creator partnerships; led a rebrand and rebuilt the website; stood up a biweekly editorial publication to grow reputation with creators.
- Built in-house AI agents (competitive intel, UX research, brand copy) to scale marketing.

Saltmine, VP of Brand & Product Marketing, Sep 2024–Mar 2026, New York

- Rebuilt B2B AI startup's brand on a \$250K budget: led rebrand, refreshed sales/product collateral, launched product design system. Managed marketing and design teams across US and Vietnam.
- Brand marketing drove a 150% increase in qualified leads via content marketing and event marketing (avg 10 leads per event), grew revenue via \$150K→\$375K contract expansion and 3 new customers; built brand reputation through 3 KOL partnerships and headlining at industry events.
- Operationalized brand internally: authored sales playbook (narrative, ICPs, personas, value props, use cases) rolled out via global training; built and deployed AI agents for sales pitch, brand-voice writing, and product messaging — 100% adoption across GTM teams.

Google, Brand Marketing Lead, Feb 2022–Jun 2024, New York

- Reset Google's AI brand and architecture across Gemini, Cloud, Ads, and master brand: codified positioning, naming, and creative direction. Gemini DAU 9M→35M (~3.9× in 5 months); unique visits 143M→206M. Led AI brand audit for C-suite that became Brand Studio's most-shared work of 2023.
- Designed and led AI bootcamp series for 600+ marketers and PMs across Cloud, Brand Studio, Ads, Creative Lab, UX Research, Gemini Marketing, APAC, and Europe. Authored Google's first official AI marketing guide; 10K+ downloads.
- Led n=2,200 quant/qual sprint on Apple Ads brand threat; counter-positioning insights saved millions in spend. Managed external agencies and a direct team of 4 plus extended team of 10.

Intuitive, Brand Strategy Director, Jul 2019–Apr 2022, Sunnyvale

- Led Intuitive's first global brand campaign. Authored brand guidelines, marketing playbook, and brand architecture; rebuilt narrative across conferences, flagship events, and enterprise comms; ghostwrote a C-suite WSJ op-ed.
- Launched and scaled Intuitive Hub (AI product): owned positioning, branding, and product marketing; grew new users +60% in year one across US and APAC.
- Managed external agency partners and a cross-functional team of 8 across marketing and design.

Crazy Studios, Founder & Brand Strategy Lead, Mar 2019–present, San Francisco

- Founded and scaled brand agency from \$0 to \$3.5M in 3 years. Clients: Intuitive, LinkedIn, Vercel, X (Twitter), Microsoft, Netflix.

Wolff Olins, Brand Strategy Director, Feb 2018–Mar 2019, San Francisco

- Led global rebrands, international marketing campaigns, and marketer training for LinkedIn and Uber.

SYPartners, Brand Strategy Director, Oct 2014–Oct 2017, San Francisco

- Created Google Hardware brand architecture, design philosophy, product naming.
- Led GTM strategy, brand positioning, and exec comms for Apple, Google, Meta, PayPal, IBM, Nike.

Early Career, Jul 2007–Sep 2014, Chicago

- Accenture, Corporate Strategy Manager: growth strategy, cost optimization, organization design.
- Gartner, Sales Associate: Exceeded sales quota every quarter through the Great Recession.

EDUCATION & SKILLS

Massachusetts Institute of Technology, Technology & Innovation Program, Feb 2019

Wake Forest University, Bachelor of Arts in English, May 2007

Skills: Brand strategy, brand marketing, creative direction, storytelling, GTM strategy, product marketing, product management, sales enablement, AI marketing, AI workflows.