

Gabriel Abreu

Senior product marketer and AI workflow builder for complex products. I map the work, find the bottleneck, and build a clearer story or a governed system to fix it. I work well across technical and creative teams without losing sight of the business goal or the people who need to adopt the change.

ROLE	BASED	PORTFOLIO	EMAIL
Senior Product Marketer & AI Workflow Builder	Rio de Janeiro, Brazil	gabeonchain.vercel.app	gabchessonchain@gmail.com

EXPERIENCE	Where I've done the work, in reverse		
PM PRODUCT MARKETING LEAD JUN 2025 → JUN 2026	Octant, Golem Foundation REMOTE · GOLEM FOUNDATION - Built Octant's first user-analytics stack and cohort analysis, which helped redirect the V1-to-V2 campaign. 91.9% of active allocators migrated, representing 260 unique wallets. - Helped grow @octantapp to 13K followers, 8M impressions, and 5% engagement in nine months through developer education, cultural content, and protocol explainers. A format and distribution redesign helped lift YouTube views about 3x. - Designed governed AI workflows for content and market intelligence. Evaluation gates kept 27 of 30 content cycles above the faithfulness threshold, and the morning brief reached 97% accuracy. - Worked between marketing and engineering to turn product releases into launch plans, organize Linear and GitHub workflows, and keep both teams aligned on what was shipping and why it mattered.	2025 → 2026	
MARKETING PRODUCT MARKETING MANAGER JAN 2024 → JUN 2025	noder. BLOCKCHAIN INFRASTRUCTURE · REMOTE - Served as sole PMM for 18 months, shaping positioning and content strategy for developer and node-operator audiences. - Built the competitive-intelligence practice and translated market shifts into updated messaging, sales materials, and campaign direction. - Produced 30+ GTM assets across documentation, landing pages, pitch decks, explainers, and community content, supporting multi-million-dollar infrastructure deals.	2024 → 2025	
MARKETING GHOSTWRITER FOR ANDRÉ PORTILHO MAY 2024 → JAN 2025	BTG Pactual HEAD OF DIGITAL ASSETS, BRAZIL'S LARGEST INVESTMENT BANK · FREELANCE · HYBRID - Helped define the ICP, content strategy, and narrative for Brazil's largest investment bank entering crypto through persona research, competitive analysis, and channel selection. - Built a weekly research and analytics system that tracked competitors, audience signals, and performance by topic and format. - Ghostwrote thought leadership, institutional explainers, and CT-native threads for the Head of Digital Assets, translating financial and crypto mechanics into clear copy.	2024 → 2025	
MARKETING SOCIAL MEDIA MANAGER JAN 2023 → JAN 2024	Ankr WEB3 INFRASTRUCTURE PROTOCOL · FULL-TIME · REMOTE - Maintained the editorial voice for a Web3 infrastructure protocol: daily content coordinated with engineering on RPC nodes and DePIN. - Ran ICP-led social strategy and reported performance to leadership weekly, turning audience signals into editorial and distribution decisions. - Managed community across Discord and X, translating infrastructure mechanics into technical content for developers and clear education for broader crypto audiences.	2023 → 2024	
PM PRODUCT MANAGER, MARKET INTELLIGENCE JUL 2019 → JAN 2023	Grupo Flow MARKET INTELLIGENCE · PART-TIME · REMOTE - Built the market-intelligence practice from scratch, tracking competitor GTM, positioning, and messaging changes. - Owned roadmap prioritization with operations and management, turning market signals into product decisions. - Kept leadership, communications, sales, and product aligned through a shared competitive view and recurring briefings. - Turned technical capabilities into differentiated positioning and enablement materials, including executive briefings, analyst presentations, and sales playbooks.	2019 → 2023	
MARKETING GROWTH, CONTENT & WRITING 2011 → 2019	Early career · agencies & brands RIO DE JANEIRO · FULL-TIME, AGENCY & FREELANCE - Worked across growth, content, and copy at R&D Marketing Digital and Arte de Viver Brasil. - Published 50+ client articles and used SEO to take content to Google's first page. - Built the foundation across copywriting, editorial strategy, UX writing, funnel analysis, and organic growth that now supports product marketing work.	2011 → 2019	

SKILLS	Marketing judgment, technical fluency		
PRODUCT MARKETING	Positioning & messaging GTM strategy 0-1 product marketing Competitive intelligence Sales enablement Product education Technical writing & ghostwriting Growth & content Organic distribution Developer marketing Crypto & DeFi		

WORKFLOW & ADOPTION

Workflow mapping	Requirements discovery	Stakeholder alignment	Cross-functional delivery	Team adoption & enablement	Marketing operations
AI opportunity prioritization	Review gates	Client communication			

AI SYSTEMS & TOOLS

AI workflow design & governance	LLM evals	RAGAS	inspect-ai	Supabase	APIs & webhooks	Claude Code	GitHub
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CERTIFICATIONS Courses and certificates, recent first

AI infrastructure coursework (ongoing)	· inspect-ai, RAGAS, pgvector, LLM evals in production	2026
Claude Certified Architect	· Anthropic	2026
AI Search & Answer Engine Optimization	· Bermawy / Maven	2026
CS50P: Introduction to Programming with Python	· Harvard / edX	2026

EDUCATION Formal

MBA	Strategic Sales & Relationship Management Descomplica	2022
BACHELOR'S	Cinema, Video & Photography Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio)	2011 → 2016

LANGUAGES Read, write, ship in both

Portuguese	· native	BR
English	· fluent	US / UK

CONTACT Four channels, one inbox gets answered fastest

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