

Nicole DeAngelis

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SUMMARY

I take products from 0-to-1 and grow them: GTM strategy, launches, and demand gen at YC-backed startups, plus AI products I build myself.

EXPERIENCE

Founder & Developer, JoyLoop | Remote

May 2025 – Present

AI-powered, hyper-personalized animated greetings

- Designed, built, and launched solo with AI dev tools and APIs
- Grew to 400+ users and 7k+ organic site visitors
- Produced 3k+ custom cards & GIFs

Co-founder & CEO, Invited | Remote

April 2024 – June 2025

Small group matchmaking for resident retention

- Onboarded 800+ users, with 150+ repeat attendees (~19%)
- Curated 10+ events per week

GTM Consultant, Povia (YC14) | Remote

March 2023 – March 2024

Clarifying the value of a leading 600-person software studio

- Built 0-to-1 positioning & messaging strategy
- Overhauled UX & copy across 20+ website pages
- Produced 50+ new case studies

Director of Marketing (promoted from Sr. Product Marketing Manager), Triplebyte (YC15) | Remote

April 2022 – February 2023

Led marketing for a Series B HR-tech SaaS platform for hiring software engineers; acquired by Karat in 2023

- Launched Triplebyte Magnet, an AI recruiting product, to #1 Product of the Day on Product Hunt
- Doubled sales win rate after rebuilding positioning, sales enablement, and the case study library
- Redesigned, replatformed, and rewrote the 30+ page website
- Managed a \$500K annual budget, a web development agency, a design firm, and a freelance designer

Founder & CEO, Refrosh | Austin, Texas

March 2021 – March 2022

Small group matchmaking for IRL friendship, built and launched solo on no-code tools

- Acquired 250+ paying customers
- Generated \$5k+ in revenue
- Won \$10k pitch competition

Marketing & Business Development Lead, amazee.io | Remote

September 2018 – December 2020

Full funnel 0-to-1 marketing & sales leadership for an open-source developer tools/PaaS startup; acquired by Mirantis in 2022

- Closed \$2M+ in enterprise ARR with Smartsheet, Matterport, Boehringer Ingelheim, and the Australian Government
- Grew qualified inbound leads 10x and average deal size 3x
- Owned a \$500K annual budget; hired and managed a direct report and a contractor, and directed a 4-person shared creative team

Senior Digital Marketing Manager, Flex | Austin, Texas

April 2016 – September 2018

Led digital strategy & Webby-honored website relaunch for a \$30 billion global contract electronics manufacturer

- Contributed to \$1B in new pipeline
- Grew marketing-attributed qualified leads 3x, with 7x faster lead handoff and 5x faster content production
- Owned a \$1M website budget; hired and led 4 people (indirect) and 3 agencies

Austin Chapter Lead (Volunteer), SheSays ATX | Austin, Texas

July 2014 – February 2020

Started & led the Austin chapter of an award-winning global organization for gender equality in advertising

- Grew chapter to 1k+ members and hosted 50+ speaker events
- Secured sponsorships from Box, Google, WeWork, USAA, and more

Contract Digital Project Manager, The Creative Group | Sol Marketing | Bakery | HCB Health | Austin, Texas

October 2012 – April 2016

Digital marketing & project management for advertising agencies and in-house marketing teams

- Managed \$1M web budgets and key clients including Dell, Budweiser, Alcon, Johns Hopkins, Texas Oncology, and Union Pacific

Associate Digital Producer, Digital Pulp | New York, New York

June 2008 – February 2010

Managed complex web development projects and online advertising campaigns

- Managed \$50k-\$1M budgets for Continental Airlines, L'Oreal Redken, NRDC, Bausch and Lomb, and The Advertising Club of New York

SKILLS

Growth & GTM: 0-to-1 GTM, Positioning & Messaging, Product Launches, Demand Gen, Lifecycle Email, Experimentation

AI: Claude Code, Claude, ChatGPT, Codex, Gemini, Lovable, Replit, Google Flow, Clay, Mutiny, Midjourney

APIs: Gemini, OpenAI, ElevenLabs

Analytics & SEO: GA4, Semrush, Optimizely

CRM & Marketing Automation: Salesforce, HubSpot, Customer.io, Brevo, Pardot

Content & Website Management: Webflow, WordPress, Drupal, Prismic, Unbounce, Wix, HTML/CSS

Design: Adobe Creative Suite, Figma, Canva, LucidChart

Project Management: JIRA, Linear, Basecamp, Monday, Trello

Social & Paid Media: Meta, LinkedIn, X, Reddit, Google Ads

EDUCATION

Temple University, Honors Bachelor of Arts, Magna Cum Laude, Major in Advertising, Minor in French, Certificate in Italian, Philadelphia, Pennsylvania, 2008

Pragmatic Marketing Institute, Product Marketing Foundations, Austin, Texas, 2018

Conscires Agile Practices, Agile & Scrum Foundations, Austin, Texas, 2014

AWARDS

- 2022 #1 Product of the Day on Product Hunt, Triplebyte Magnet
- 2021 Lori Hermelin Bush Seed Fund Competition Winner, Refrosh
- 2017 Webby Honoree, Flex.com
- 2009 Webby Honoree, Redken.com

INTERESTS

200-hour yoga teacher, photographer, visual artist, Ruby coding fundamentals, Spanish basics