

Mikel Garcia

Product Marketing Manager · Head of Marketing
Berlin, Germany

mikelgzabala@gmail.com
+49 176 64032184
linkedin.com/in/mikelgarciazabala

Product marketer working at the intersection of product, design and marketing. Six years marketing complex, technical products, most recently taking a fintech data company from Marketing Content Manager to Head of Marketing, where I run both strategy and hands-on execution for a lean team: campaigns, launches, SEO and content, plus the automation and tooling that let a small team ship like a big one. Active music producer and lifelong tinkerer with creative tools.

EXPERIENCE



DIA

Full-time · 5 yrs 7 mos · Berlin · Remote
Data infrastructure for financial applications

- **Head of Marketing**
Jan 2025 – Present · 1 yr 7 mos
- **Marketing Content Manager**
Jan 2021 – Jan 2025 · 4 yrs 1 mo

Own marketing strategy and its execution for a technical product. Built the team's operating system across four workstreams (brand, product marketing, growth, ops) and ship the work myself: programmatic SEO, launch campaigns, partner co-marketing, industry data resources, a podcast, press features in Bloomberg, Forbes and Nasdaq, and reporting on GA4 and Search Console.



CoachHub

Full-time · 1 yr · Berlin
Digital coaching platform · Top 10 LinkedIn Startup Germany

- **Senior Business Development**
Nov 2020 – Jan 2021
- **Business Development**
Feb 2020 – Oct 2020

Go-to-market and business development for a fast-scaling B2B SaaS.



BlockState

Berlin
Financial infrastructure

Marketing Content Manager

Apr 2019 – Dec 2019

Content and marketing for a technical financial-infrastructure product.



AiServe Technologies

Berlin

Computer-vision assistive tech

Marketing Manager · Intern

Sep 2018 – Feb 2019

First marketing role at an early-stage AI hardware startup.

EDUCATION



OTH Regensburg

European Business, Administration & Management

2017 – 2018

Double diploma (EN / DE).



Cámara Bilbao University Business School

Business Marketing & Management

2014 – 2018

SKILLS

Product marketing Go-to-market Campaign management Launches & promotions
Content strategy Copywriting Brand & positioning Programmatic SEO / GEO
Partnerships & co-marketing PR & media relations Social & community Marketing ops
Team leadership & hiring Marketing automation & tooling Analytics (GA4, Search Console)
AI-assisted workflows Video editing (Premiere Pro, After Effects)
Photo editing (Lightroom, Photoshop)

MUSIC, PHOTOGRAPHY & SIDE PROJECTS



Everyday Eye

Photography · everyday-eye.com



M Steep

Solo ambient music project



Dwelling

Event series · Berlin



Patio Chum

Band · Berlin

Languages Spanish · Basque · English · German