Luke Stahl

Technical Marketer & Web Developer

📲 224.513.9122 | 📧 Stahl1109@gmail.com | 🏠Libertyville, IL

github.com/stahlwalker | linkedin.com/in/lukestahl | 🌐 lukestahl.io

A technical marketer with 21 years of experience bridging the gap between digital marketing and web development. Skilled in managing projects from concept to completion, designing strategies, and leading teams to success. Builds AI workflows that scale marketing programs for technical audiences.

Technical Skills

Certified Full Stack Web Developer
HTML/CSS, JavaScript (React, TypeScript)
AI-Assisted Development (Claude Code, Cursor)
Agent Skills & Context Engineering
Agent Workflows & MCP
Figma, Content Management Systems
AEO & SEO (Ahrefs, Google Search Console)
Knowledge Systems (RAG)

PROFESSIONAL EXPERIENCE

Webflow | Remote — May 2025 – Present

Product & Developer Marketing

- Leading product launches and growth campaigns for Webflow's developer platform.
- Driving content strategy for developers and security engineers.
- Owning messaging and positioning for developer and security personas.
- Running AI-driven competitive tracking that reports market shifts weekly.
- Building AI dashboards using MCPs that run continuously and report on product, web, and revenue performance.
- Serving on Webflow's AI council, enabling team members to adopt AI in their daily workflows.
- Building enablement for product, sales, and marketing teams.

Builder.io | Remote — August 2023 – April 2025

Head of Developer Marketing & SEO

- Owned developer-centric marketing campaigns, both paid and organic.
- GTM strategies for Visual Copilot, showcasing AI technology that converts Figma designs into production-ready code.
- Optimized 153 pages, resulting in 1.2m visitors, 132k signups, 388 MQLs, and $727k in revenue. Built 66 net new pages ranging from developer frameworks to integrations/solutions and blog articles.
- Led SEO tactics aimed at discoverability and growth. Organic visitors increased from 56k/mo to 147k, and signups from 2k/mo to 13k, generating an additional $1.9m in revenue.
- Built the content engine for scalability, leading DevRel and marketing content strategies.
- Monitored website SEO health, improving technical issues and content along with improving core web vitals.
- Managed web architecture, strategies, and conversion rate optimizations.
- Project-managed launch events, developer webinars/livestreams, product launches, social media, and software review strategies.

Pangea | Remote — October 2022 – August 2023

Marketing Director

- Built a product-led growth developer marketing program, resulting in a 16.59-fold increase within the first year.
- Owned web strategy and content management, achieving 56% organic growth with a 22% conversion increase.
- Managed messaging and positioning, including a newly established category (SPaaS).
- Lifecycle marketing and CRM management.

Contentful | Remote — March 2021 – October 2022

Senior Developer Marketing Manager, Developer Relations Manager

- Led a team of 4 developer advocates, fostering a collaborative and productive work environment.
- Executed developer acquisition campaigns that resulted in 67% signup growth and increased activation rate by 16% year-over-year in 2022.

Luke Stahl

Technical Marketer & Web Developer

📲 224.513.9122 | 📧 Stahl1109@gmail.com | 🏠Libertyville, IL

github.com/stahlwalker | linkedin.com/in/lukestahl | 🌐 lukestahl.io

- Improved developer discoverability through search engine optimization, keyword research, and paid search.
- Managed developer pathways to the product via the website and educational material aimed at enhancing the developer portal and documentation.
- Managed the developer strategy for technical content – blogs, knowledge base articles, and starters, contributing to 63% organic growth year-over-year in 2022.

HERE Technologies | Chicago, IL/Remote — November 2018 – March 2021

Developer Marketing Manager

- Executed scalable campaigns to drive growth in the adoption of tools and APIs.
- Achieved 27% growth year-over-year in 2019.
- Global campaign management for self-serve and paid plans driving developer growth.
- Implemented developer-driven email campaigns and monthly developer newsletters.
- Directed input from key partners into marketing programs and integrated multi-channel campaigns (e.g., events, email, paid search, paid social, display, retargeting, and content marketing).
- Website and content optimization, SEO strategy, and CMS management of developer portal.

Northwestern Medicine | Chicago, IL | Senior Marketing Specialist — April 2012 – November 2018

EDUCATION

Certificate in Full Stack Web Development | *Northwestern University* — 2017 - 2018

Master of Arts in Communications: New Media and Marketing | *Southern New Hampshire University* — 2014 - 2017

Bachelor of Science in Communications and Media Studies | *Illinois State University* — 2001 - 2006