

Robertino Calcaterra

Growth & Product Marketing at Migbirds · Founder of StageLink and EnergyCurve · Ex-Auth0/Okta

AI-driven Growth & Marketing at Migbirds | Helping B2B platforms grow through content, community & DevEx | Founder: StageLink, EnergyCurve | Ex-Auth0/Okta

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SUMMARY

Growth and product marketing operator for B2B tech platforms, with seven years at Auth0/Okta running developer content strategy and operations at global scale.

Today I lead growth and product marketing at Migbirds, and I build and ship two music-tech products of my own, StageLink and EnergyCurve. I work where content, community and developer experience meet, and I run AI-assisted workflows to move faster without lowering the bar.

EXPERIENCE

Growth & Product Marketing

Migbirds Remote

Jan 2026 – Present

- Define the platform's positioning and product communication together with the founding team.
- Structure marketing initiatives and support the go-to-market of a smarter talent-matching experience for candidates and companies.
- Own roadmap planning, competitive research and growth operations across the funnel.
- Plan QA documentation and privacy and security audits ahead of releases.

Product positioning · Go-to-market · Content strategy · Competitive research · QA planning

StageLink

FOUNDER

Jan 2026 – Present

CEO & Founder · stagelink.art

Music-tech platform where DJs, producers and electronic artists build professional artist pages, EPKs and digital profiles designed for discovery, credibility and bookings.

Product strategy · Brand positioning · Go-to-market · Artist growth · Creator tools

EnergyCurve

FOUNDER

Jan 2026 – Present

CEO & Founder · energycurve.app

Music-tech SaaS that shows DJs the shape of a set before they play it: paste a tracklist or import from Rekordbox or Traktor and get the energy curve. Free browser tools, no account, audio never leaves the DJ's computer. Part of the StageLink family.

Product strategy · Positioning · Content & SEO · Go-to-market · First 100 users, no paid promotion

Senior Program Analyst, Technical Content

Auth0 (Okta) Argentina · Remote

Apr 2022 – Jun 2025

- Led developer content strategy and operations for identity and security platforms in a global B2B environment, owning the end-to-end lifecycle: editorial planning, topic selection, production workflows and quality assurance.
- Coordinated a network of internal and external contributors (writers, reviewers, illustrators), keeping tone and brand consistent.
- Integrated AI tools into editorial workflows to streamline production and improve scalability and documentation.
- Monitored performance with Google Analytics, Looker Studio and UTM tracking, feeding results back into content iterations and strategy.

Contentful · Asana · Airtable · Confluence · Monday.com · Google Analytics · Looker Studio · Rebrandly

Developer Marketing Content

Auth0 Buenos Aires, Argentina · Remote

Jul 2018 – Apr 2022

- Ran production workflows and quality assurance for developer-facing content on identity and security.
- Distributed content across developer communities (LinkedIn, Reddit, newsletters) to increase reach and engagement.
- Collaborated with engineering, design, product and marketing to keep content accurate and aligned with business goals.

Senior Software Quality Analyst

May 2016 – Nov 2019

Nuevo Banco del Chaco S.A. *Resistencia, Argentina*

- Designed and executed end-to-end manual test cases for banking applications.
- Verified software behavior across environments against functional requirements.
- Wrote test plans and documentation and collaborated with development teams.
- Produced reports and took part in daily Agile ceremonies.

Manual testing · Test documentation · Agile · SQL (basic) · MS Excel

Freelance Web Developer & Designer

2012 – 2016

Self-employed *Corrientes, Argentina · Remote*

- Designed and developed responsive websites on Joomla, WordPress and Contentful, including site content and optimization.
- Created brand identities, logos and UI assets with Canva, Photoshop and Illustrator.
- Managed hosting, domains, DNS, SSL certificates and email setup.
- Trained clients on CMS usage and provided ongoing support.

Web design · CMS · SEO · Hosting · cPanel · Branding

Assistant Professor, Computer Architecture · Student Mentor

Aug 2011 – Jan 2015

Universidad Tecnológica Nacional (UTN FRRe) *Resistencia, Argentina*

- Taught theory and practice for the Computer Architecture course in the first year of Systems Engineering.
- Created assessments and practical work guides for the course.
- Mentored first-year and newly enrolled students through the Introductory Seminar to Systems Engineering.
- Contributed to the GIE educational research project "Exploring New Tools for Learning in University Environments".

Pedagogy · Moodle · Curriculum design · Research

SKILLS**GROWTH & CONTENT**

Content strategy · Editorial planning · Technical writing · Developer marketing · Community distribution · SEO · Brand positioning

Go-to-market · Competitive research · Performance reporting

PRODUCT & DEVEX

Product marketing · Product positioning · Roadmap planning · Developer experience · QA planning · Manual testing

Test documentation · HTML & CSS · CMS (Contentful, WordPress, Joomla)

TOOLS

Contentful · Asana · Airtable · Confluence · Monday.com · Google Analytics · Looker Studio · Rebrandly · Canva · Photoshop

Illustrator · Moodle

AI**Anthropic** Claude, Claude Code, Claude Cowork, Claude Design**OpenAI** ChatGPT, Codex**Google** Gemini, Nano Banana**Workflows** Notion AI, MCP connectors (Notion, Google Workspace, Asana, Slack), Custom skills & scheduled agents, Agent workflows & content pipelines**Know-how** Prompt engineering & reusable skills, AI-assisted content, documentation & QA planning, Human review of AI output, Responsible use: privacy & data**EDUCATION****University Systems Analyst**

2002 – 2009

Universidad Tecnológica Nacional (UTN) *Resistencia, Argentina***Certifications:** Certified Yoga Teacher (international), 2020**LANGUAGES & INTERESTS****Languages:** Spanish (Native) · English (Professional)**Interests:** Certified yoga teacher. DJ and electronic music producer as **ROBERTINOC**.