

David Paul Romero

TECHNICAL COMMUNITY & GROWTH MANAGER | FIELD MARKETING | GTM PROGRAMS

Physical AI • Generative AI • Robotics • Computer Vision • 3D Capture • XR • Developer Tools

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SUMMARY

Community and go-to-market operator with 10+ years building consumer and developer ecosystems in emerging technology. Employee #7 at Luma AI: scaled community, social, and support operations from zero to 40M users, seed through Series B. Our Dream Machine launch hit 1M users in 3.5 days. Sourced and executed two Emmy-winning enterprise partnerships directly out of Discord.

Most recently owned Lightwheel's global community event program across seven international AI and robotics conferences, from rooftop parties to executive dinners, filling every venue to capacity with waitlists in every city.

Thrives in zero-to-one, early-stage ambiguity that needs both the program and the operating system underneath it. Currently using agentic coding workflows to build Splat Morph Lab (splatmorphlab.com), open-source 3D Gaussian splatting tooling for World Labs' Spark 2.0 renderer and Marble world models.

SKILLS

Community & Support • Community Management • Community Strategy • Community Operations • Community-Led Growth • Developer Community • Support & Ticketing Operations • Voice of Customer

Partnerships • Enterprise Partnerships • Brand Partnerships • Creator & Studio Partnerships • Ecosystem Partnerships • Influencer Marketing • Partner Marketing • Contract Negotiation • Developer Relations

Field Marketing & Events • Field Marketing • Event Marketing • First-Party Events • Conference Activations • Event Production • Attendee Qualification • Vendor Management • Budget Management

3D Capture & Production • 3D Capture • Gaussian Splatting • Photogrammetry • Drone Operations • Videography • Video Production

GTM & Programs • GTM Programs • Growth Strategy • Program Playbooks • Social Media Strategy • Content Strategy • Team Leadership • Cross-Functional Program Management • Zero-to-One Execution

WORK EXPERIENCE

Lightwheel | Community & Growth (Contract) | Santa Clara, California | May 2026 – Aug 2026

- Owned and solo-produced the global community event program across seven international conferences: ICRA, CVPR, RSS, SIGGRAPH, Automate, MACHINA, and Actuate. Eight events across four countries and three continents for robotics researchers, founders, and executives.
- Curated approval-based guest lists against a 150-person target, filling every venue to capacity, holding waitlists in every city, and seeing walk-in demand push several events 50% over. Secured NVIDIA co-branding and repeat attendance from their teams.
- Delivered each event on \$10–30K budgets against roughly \$70K for conference booth sponsorship, owning venues, vendors, invitations, run of show, and on-site production, including a chartered yacht party in Paris. Built the planning systems, approval workflows, and playbooks that made the program repeatable.

Felix & Paul Studios | Community & Growth (Contract) | Montreal, Canada | Jan 2026 – Feb 2026

Audited marketing, community, and guest-experience operations for Interstellar Arc, a warehouse-scale social VR attraction at AREA15 Las Vegas.

Varjo Technologies | Community & Growth (Contract) | Helsinki, Finland | Jan 2025 – Jul 2025

- Partnered with engineering leadership on GTM strategy for Teleport, Varjo's 3D scanning platform, shaping feature prioritization, onboarding, launch sequencing, and positioning for AI and 3D creator communities. Built creator partnerships and produced technical demos, launch content, and sales enablement material.

LUMA AI | Founding Community & Growth Manager

Palo Alto, California | Oct 2022 – Oct 2024

- Employee #7. Joined at private beta and built community, social, and support operations from zero, seed through Series B hypergrowth to 40M users. Ran community and launch programming for Luma 3D Capture, Genie text-to-3D, and Dream Machine video generation, each reaching millions of users on its own. Dream Machine hyperscaled: free public access with no waitlist on announcement day, 1M users in 3.5 days, no paid marketing.

- Owned community and social programs across Discord, Instagram, X, and TikTok, growing Discord from near zero at beta to 140K members and channels to 220K+ Instagram and 21K TikTok followers. Planned and executed most of the content, shooting and editing much of the video directly, and hosted live X Spaces for audiences in the thousands.
- Built and ran every creator and influencer marketing program, driving hundreds of millions of views and onboarding 500+ creators through cold outreach. Recruited the creative team that converted to full-time employees and became Luma's internal content team; their launch video alone generated 1B+ impressions.
- Sole point of contact for every creator and studio partnership. Led the McDonald's Lunar New Year campaign as on-set technical supervisor in Los Angeles, the first major brand commercial produced with radiance fields, alongside collaborations with Amazon Studios, Zayn Malik, and R.L. Grime.
- Converted a Discord support DM into a content partnership with the Phoenix Suns, carrying it through 50+ real-time production calls and a custom engineering solution that shipped to production. The resulting intro film won two Rocky Mountain Regional Emmys for Technical Achievement and Sports Promotion. Also led the partnership behind The Weather Channel's FloodFX, also sourced from Discord, which won a national News & Documentary Emmy.
- Built support operations from scratch across Freshdesk, Discord, and Stripe: ticketing, SLAs, macros, automations, knowledge base, moderation, and escalation paths. Scaled from under 50 tickets per day to 3,000+ per day through the Dream Machine surge, leading five moderators and a customer care specialist.
- Captured 10,000+ Gaussian splats in-house, feeding marketing campaigns, brand and studio deliverables, sales demos, and the reference work thousands of creators learned from. Shot drone, video, and photogrammetry directly rather than outsourcing production.
- Ran beta programs and model QA and authored Voice of Customer reporting that put community-sourced features onto the early product roadmap.

HTC VIVE | Senior Technical Specialist, Viveport Content & Partnerships

San Francisco, California | May 2017 – Jul 2022

- Ran content acquisition end to end: scouting titles, negotiating contracts, licensing, accounts payable, developer onboarding, API integration, debugging, QA, and publication, helping grow Viveport to a 1,700+ title ecosystem. Evaluated 500+ titles for launch readiness, market fit, strategic value, and hardware compatibility, giving developers technical feedback ahead of launch.
- Managed VR for Impact, HTC's \$10M grant program funding VR projects aligned to the UN Sustainable Development Goals. Advised the UN Development Programme on XR and supported grantee experiences including "Tree" across 100+ global activations spanning the World Economic Forum, UN COP23, TED, Sundance, and Tribeca.
- Supported multiple VIVE headset launches, helping build and execute the content launch plans behind them, and managed developer kit and hardware distribution to the developer ecosystem, alongside ongoing support for Viveport's general content library.
- Led English-language global community and support operations. Implemented Zendesk and Salesforce workflows, authored 3,400+ public forum responses, and published weekly Voice of Customer reporting to product and leadership; coordinated escalations with engineering counterparts in Taiwan.
- Delivered 3,500+ hands-on demonstrations to developers, partners, press, and enterprise customers, and managed VIVE SF's demo bays and test labs. Built ecosystem depth through 6,500+ hours in-headset across 2,500+ experiences on Meta Quest and SteamVR.

Denver Botanic Gardens | Digital Project Assistant, IT Assistant, Receptionist | Denver, Colorado | Jun 2015 – Sep 2016

- Promoted twice in 15 months from receptionist to IT to digital projects, moving from the mainline phones to proposing and planning a 27,000 sq ft interactive LED installation. Sole weekend IT support.

VOLUNTEER EXPERIENCE

Denver Museum of Nature & Science | Planetarium Technologist & Galaxy Guide Captain | May 2010 – Aug 2016

Contributed 1,500+ hours; operated Gates Planetarium and delivered live science programming to 60,000+ attendees.

Denver EDM Friends | Community Organizer & Event Producer | Ongoing

U.S. National Park Service | 3D Data Volunteer | Oct 2016 – Apr 2017

EDUCATION

Metropolitan State University of Denver | Bachelor of Science, Biology | Denver, Colorado | 2016

TECHNICAL SKILLS

HubSpot • Salesforce • Airtable • Notion • Asana • Jira • Zendesk • Freshdesk • Stripe • Discord (Admin) • Google Analytics • TikTok Ads Manager • Adobe Premiere Pro • After Effects • CapCut • Unity • Unreal Engine • RealityScan • Sony FX3 • FAA Part 107 Drone Pilot (1,000+ flight hours)