

# Christina Brichetto Senior Product Marketing Manager

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## PROFILE

Dynamic and results-driven product marketer with 8+ years of experience in product ideation, marketing and sales to drive business growth. Proven track record of leading teams to successful outcomes and leveraging market insights and current trends to improve ROI. Advocate of jargon-free marketing.

## PROFESSIONAL EXPERIENCE

### **SEON Technologies, Senior Product Marketing Manager**

Jan 2024 – present | Austin

200-person, series B enterprise fraud prevention scale-up

- Built core PMM foundations, including developing a comprehensive Go-To-Market launch plan and framework
- Spearheaded SEON's first-ever positioning workshop, resulting in a messaging document for marketing and sales collateral
- Led the company's first beta program, including the strategy and ICP development to guide product refinement and market fit
- Rewrote and designed 14 key product, industry and use case webpages, shifting from feature to value-based messaging, increasing prospect engagement
- Hosted a high-impact webinar, attracting 300+ signups, generating 120 engaged leads and 80 sales opportunities

### **Onyx by J.P. Morgan, Senior Product Marketing Manager**

Jan 2022 – Jan 2024 | Austin, TX

250 person blockchain startup within JPMorgan building platforms and applications to move information, money and assets

- Developed and executed cohesive marketing plans for the portfolio of Onyx blockchain platforms and applications
- Led product launches, including a new application that resulted in 78M impressions and a 97% increase in web traffic within 48-hours
- Boosted inbound leads by 180% YoY, resulting in new business by revising value propositions, collateral and tactics
- Successfully hosted networking receptions, generating leads and providing product insights, contributing to Onyx's momentum
- Led positioning workshops, executed 'test and learn' sales tactics and wrote Onyx's first-ever case study

### **Promoted from: Product Marketing Manager**

### **Bountiful YC W17, Business Development, Sales and Product Marketing**

Dec 2019 – Nov 2021 | Austin, TX

Small, 10-person B2B SAAS seed-stage start-up that provides data and sentiment analytics for the almond supply chain

- Led the ideation, design, and launch of three innovative products, including specialty crop data analytics and market sentiment
- Managed \$1.2M in private label almond and walnut SKUs

## PROJECTS

### **Proof-of-concept launch, Onyx by J.P. Morgan**

Spearheaded the Project Guardian launch, a joint initiative with the Monetary Authority of Singapore and Apollo.

Unveiled Project Guardian at an industry conference, showcasing it at the booth, on stage, and via press and social media channels.

### **The results of the landing page, demo video, and whitepaper within 48 hours**

- 240M impressions
- 2917% increase in web traffic compared to the average monthly page views of a high-traffic page
- 150% increase in report downloads compared to one of our high-performing whitepapers

## STRENGTHS

### **Adaptable**

Seamlessly transitioned to support an additional Onyx blockchain platform and applications and further expanded to oversee the entire portfolio, demonstrating quick adaptability within a year.

### **Multi-disciplinary**

Excels in wearing multiple hats and executing the tasks at hand, with a solid record of steering product innovation across various technological domains.

### **Relationship driver**

Skilled at fostering strong relationships across business and global regions, adept at uniting cross-business teams, driving cohesive collaboration and unified objectives.

- Drove an increase in platform users by 117% within 1 year
- Initiated and executed a freemium model through targeted email marketing campaigns, acquiring 28% of target customers
- Crafted and disseminated compelling content across multiple channels, boosting new business acquisition and enhancing customer retention rates

**Terra Nova Trading,  
Almond, Cashew and Walnut Commodities Trader**

Jul 2015 – Nov 2019 | Oakland, CA

Commodities trading firm that specializes in exporting tree nuts

- Led walnut sales, achieving growth from 0 to 2.4M lbs in 3 years
- Increased almond sales from 0 to 2.1M lbs in 2 years for 1 client
- Built a Vietnamese cashew importing operation to bring product into the US and EU to expand wallet share with existing clients
- Negotiated pricing with CA almond and walnut suppliers
- Advised category managers on global trends and strategies to protect profits while also increasing sales
- Identified and addressed market risks to increase sales revenue

**Invesco, Financial Reporting Accountant II**

Jan 2015 – May 2016 | Houston, TX

Worked closely with portfolio managers and auditors to produce accurate shareholder mutual fund reports compliant with SEC and GAAP regulations.

**PWC, Assurance Associate**

Sep 2014 – Jan 2015 | Houston, TX

Reviewed financial statements, identified discrepancies, and suggested improvements by developing procedures and authoring key controls.

 **SKILLS**

Product positioning and messaging, Go-to-market plans, Product development and launch, Sales enablement, Tactical problem solving, Market research, Pricing and segmentation strategies, XFN collaboration

 **TECHNOLOGY**

Machine learning, blockchain and AI

 **EDUCATION**

**Bachelor of Arts and Science,  
Economics and Accounting,  
California State University, Stanislaus**

 **CERTIFICATES**

**Product Marketing Core Certified** — *Product Marketing Alliance*, **Marketing and AI certificate** — *Cornell*, **Agile Marketing** — *ANA*, **Certified Public Accountant license** — *Texas State Board of Public Accountancy*