

Christina Brichetto

Senior Product Marketing Manager

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PROFILE

Dynamic and results-driven product marketer with 7+ 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

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

Jan 2022 – present | Austin, TX

Revolutionizing the movement of money, information, and assets globally with the world's first bank-led blockchain platforms and applications.

- Develops and executes comprehensive marketing plans for the portfolio of Onyx blockchain networks, platforms and applications while overseeing a product marketing manager in the APAC region, fostering cross-regional collaboration
- Leads product launches; a new application launch resulted in 78M impressions and a dramatic increase in web traffic 97% within 48-hours
- Boosted inbound leads by 180% YoY, resulting in new business by revising value propositions, collateral, and tactics.
- Successfully hosts networking receptions, most recently generating 30 leads and providing product insights, contributing to Onyx's commercial momentum
- Spearheads cohesive marketing strategy, from conducting positioning workshops to executing 'test and learn' sales tactics, to driving Onyx's first case study that substantially influenced institutional purchasing decisions

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 at Bountiful, including specialty crop data analytics and market sentiment
- Successfully managed \$1.2M in private label almond and walnut SKUs
- Drove an increase in platform users by 117% within 1 year
- Initiated and executed a freemium model through targeted email marketing campaigns, resulting in the acquisition of 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

Boutique commodities trading firm that specializes in exporting tree nuts

- Led the walnut sales, achieving growth from 0 to 2.4M lbs in 3 years
- Steered an increase from 0 to 2.1M lbs of almonds in 2 years for 1 customer
- Built from the ground up a cashew trading operation in Vietnam importing product into the US and EU
- Negotiated cost-effective pricing with CA suppliers for almonds and walnuts
- Advised category managers on global trends and strategies to increase profits
- Identified and addressed market risks, ensuring increases in 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.

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.

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 (PMA), Marketing and AI (Cornell), Agile Marketing (ANA), CPA (Texas State Board of Public Accountancy)