

SHANNON CHEN SEE

WEB3 MARKETING LEADER



[@watchensee](#)



shannon@watchensee.xyz



[Website](#)



Kingston, Jamaica

Profile

A web3 marketer and poet with 7+ years in marketing and 3+ years in the NFT art space, focused on achieving high-impact growth outcomes through powerful storytelling, go-to-market strategy, and cross-functional project management. Hands-on experience in product marketing, content, community, email, events, social media, paid ads, brand, and PR.

Experience

watchensee, Aug 2023 - Present

Remote

Freelance Web3 Marketer

- Expanded theVERSEverse's editorial branch by launching their newsletter and writing monthly articles for their blog
- Achieved 69% open rates and 17% click rates on average as compared to industry benchmark open rate of 42.16%

Async Art, Nov 2021 - Aug 2023

Remote

Senior Marketing Manager, June 2022 - August 2023

Product Marketing Lead, Nov 2021 - June 2022

- Promoted in 7 months to lead the marketing team after taking initiative while CMO was on a sabbatical
- Led the go-to-market for 3 products which drove \$31,000,000+ USD in sales volume and grew our user base to 70,000
- Spearheaded marketing a project with 50+ artists, driving 10,000 leads, and 3,500 mints (\$370,000+ USD sales volume)
- Managed relationships with top-tier creators such as XCOPY, ripcache, Des Lucrèce, Heart You, Coldie, and Kristy Glas

ACTO, Sept 2018 - Oct 2021

Toronto, Canada

Product Marketing Lead, April 2021 - Oct 2021

Content Marketing Lead, April 2020 - April 2021

Content Marketing Coordinator, Oct 2018 - April 2020

- Promoted twice in 3 years for taking lead on campaign management, then to build the product marketing function
- Crafted the messaging and sales enablement material for a go-to-market launch and achieved 100% salesforce adoption
- Developed branding, packaging, and pricing for a leapfrog product in collaboration with the C-Suite and consultants
- Boosted website lead generation rate by 34% in 3 months by overhauling the design and copy and migrating to WordPress

MotherFood International, May 2017- May 2018

Montreal, Canada

Marketing Coordinator

- Set up a new Squarespace website with a portal which allowed the organization to accept donations online
- Formalized product branding and packaging by designing consumer surveys and organizing focus groups
- Mobilized a team of 4 volunteers to conduct market research which directed global expansion strategy

Education

2021

Online

Product Marketing Alliance

Comprehensive course on research, pricing, personas, KPIs, positioning, messaging, go-to-market, sales enablement, and reporting

Core Certification

2018

Montreal, Canada

McGill University

First Class Honours with Distinction; Major in International Development, Minor in Social Entrepreneurship

BA Honors