



<https://fintechnews.sg/job/product-marketing-manager-coinbase-advanced-growth/>

Product Marketing Manager, Coinbase Advanced Growth

Responsibilities

- Be the voice of the customer: immerse yourself in the APAC trading ecosystem, develop an audience segmentation, understand the unique challenges and aspirations of target audiences, and advocate for these segments
- Develop growth strategies and tactics: ideate, refine, and execute growth strategies using local channels and tactics to grow awareness and adoption of Advanced
- Partner closely with global XFN teams to develop local go-to-market strategies for product and feature launches. Act as the local liaison between regional teams and the global marketing team
- Measure and report against the performance of product marketing initiatives
- Think big about the future of trading crypto and how we can build better experiences and deeper connections with traders

Qualifications

- Minimum of 5 years of marketing experience within the crypto or FinTech space.
- Demonstrated track record of ideating and implementing growth strategies on products
- Demonstrated track record of creating customer segmentation and insights
- Powerful storyteller: written, verbal, and visual
- Advanced quantitative and deductive skills. Ability to distinguish between the signal and the noise and make data-guided actions
- Outstanding project management skills
- Self-starter and ability to be ready to roll-up your sleeves and get things done
- Demonstrated ability to collaborate effectively across multiple teams
- Fluent in English and at least one Asian language.

Nice To Haves

- Experience at a cryptocurrency exchange or DEX
- Avid crypto trader
- Multiple language skills

Hiring organization

Coinbase

Founded in June of 2012, Coinbase is a digital currency wallet and platform where merchants and consumers can transact with new digital currencies like bitcoin, ethereum, and litecoin. Their vision is to bring more innovation, efficiency, and equality of opportunity to the world by building an open financial system. Their first step on that journey is making digital currency accessible and approachable for everyone. Two principles guide our efforts. First, be the most trusted company in our domain. Second, create user-focused products that are easier and more intuitive to use.

Employment Type

Full-time

Industry

Financial Services

Job Location

Singapore, Singapore

Date posted

February 21, 2024

APPLY