

Shae Biron

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Summary

Seasoned marketing leader with deep expertise in traditional and digital marketing, specializing in Web3 and account-based marketing (ABM). As the Director of Marketing at Candy Digital, I have designed and executed comprehensive go-to-market strategies and high-impact campaigns for the DC NFT Marketplace, driving engagement rates up to 86% and orchestrating rapid sellouts of new drops.

Known for transforming complex concepts into clear, compelling communication strategies that drive significant sales conversions and user engagement, I have consistently led award-winning ABM campaigns that elevate brand awareness across various industries. Passionate about creating fan experiences that foster strong connections between audiences and the brands they love.

Core Competencies

Strategic Leadership & Execution

Team Leadership & Development

Digital Marketing & Web3 Strategies

GTM Strategy

Brand Development & Positioning

Data-Driven Marketing & Analytics

Project & Event Management

Customer Engagement & Retention

Experience

Candy Digital

Director of Marketing

Jun 2023 - present

In my role as Director of Marketing at Candy Digital, I lead the strategic vision and execution for the DC NFT Marketplace, focusing on designing and implementing comprehensive marketing communications to promote weekly DC3 NFT drops. I craft and manage email and social media campaigns that drive engagement and participation across various channels. In addition to promoting these drops, I orchestrate large-scale campaigns, manage corporate communications, and spearhead community challenges and educational programs that foster deeper user engagement. My efforts in enhancing user engagement and retention are evident through the automated onboarding workflows I developed for DC, MLB, and combined audiences. My leadership in user experience management has been crucial in guiding users through the crypto onboarding process and communicating important updates during the Palm NFT Studio x Candy Digital migration.

A key aspect of my role involves being a public-facing team member, where I host all Candy X Spaces and Discord Stages, and I also participate in occasional guest speaking opportunities on other podcasts. Additionally, I direct social media strategies across platforms like X, Discord, and Instagram, and manage both online and in-person events, including our significant presence at San Diego Comic-Con.

Palm NFT Studio

Senior Integrated Marketing Manager

Mar 2023 - Jun 2023

As Senior Integrated Marketing Manager, I was responsible for developing and executing comprehensive marketing strategies for the DC NFT Marketplace. I played a pivotal role in driving engagement and growth through a series of weekly DC3 NFT drops, long-term campaigns, and community programs. My focus on customer experience led to the successful development and optimization of new user onboarding workflows, which significantly boosted user engagement and retention. I also managed communications related to crypto onboarding and the cash-out process, ensuring a seamless experience for users.

In this role, I collaborated with cross-functional teams to implement and optimize site merchandising strategies, always with a data-driven approach that informed strategic adjustments for continuous improvement. I was also responsible for guiding the evolution of brand positioning, branding, and messaging, while managing social media strategies across multiple platforms. My efforts extended to organizing and executing both online and IRL events, which were instrumental in driving community engagement and increasing brand visibility.

Palm NFT Studio

Marketing Strategy and Operations Manager

Jul 2022 - Mar 2023

In my position as Marketing Strategy and Operations Manager, I was integral in aligning marketing strategies with broader business objectives. My responsibilities included developing and executing go-to-market and adoption plans, ensuring that our marketing campaigns effectively supported our business goals. I focused heavily on process optimization, identifying and resolving operational gaps to enhance efficiency. By collaborating closely with research and data teams, I was able to generate insights that shaped product strategy and influenced external narratives. I also played a key role in driving the evolution of product positioning, branding, and messaging, ensuring consistency and impact across all marketing efforts. My oversight extended to content creation for DC campaigns, spanning various channels including social media, email, and IRL events.

loanDepot

Director of Marketing Operations and Strategy

Sep 2021 - Mar 2022

At loanDepot, I served as the Director of Marketing Operations and Strategy, where I led the transformation of a fragmented marketing environment into a cohesive and collaborative ecosystem. I hired, trained, and managed a team of 3 direct reports, ensuring that our operations were streamlined and efficient. I developed processes that optimized team resources across the organization and created workflows for launching integrated, omnichannel marketing campaigns, which significantly enhanced cross-departmental collaboration and visibility. My role also involved reviewing and implementing a best-in-class MarTech stack, which greatly improved our campaign efficiency. Additionally, I managed a team tasked with designing data-driven and integrated marketing campaigns, ensuring alignment with broader business objectives.

loanDepot

Product Marketing Team Manager

Sep 2020 - Aug 2021

As Product Marketing Team Manager, I was instrumental in building and leading the Enterprise Innovation Product Marketing Team from the ground up. I managed the hiring, training, and development of 4 direct reports, and oversaw a creative team comprising copywriters, graphic designers, and video editors. Together, we produced high-impact marketing content and developed go-to-market strategies for product launches. This included campaign kick-offs, product spotlight videos, and sales enablement tools, all designed to maximize visibility and impact. I also collaborated closely with the Training Team to ensure the successful promotion of product launches and ongoing user adoption. Additionally, I planned and hosted quarterly all-hands meetings to maintain alignment and engagement across the department.

Embrace Home Loans

Campaign Strategy Manager

Oct 2018 - Aug 2020

In my role as Campaign Strategy Manager at Embrace Home Loans, I led a team of 3 direct reports within the Email Marketing Team, guiding them through the end-to-end execution of account-based marketing (ABM) campaigns. My approach was highly collaborative, working closely with sales, recruiting, business intelligence, and data analytics teams to create data-driven, customer-centric strategies. I played a key role in implementing the Total Expert Marketing Operation System, and designed comprehensive customer journeys to enhance the effectiveness of our marketing campaigns. I was also responsible for delivering presentations at company-wide events, including sales conferences, campaign launches, and other key meetings, where I shared insights and strategies to drive performance.

Embrace Home Loans

Digital Marketing Producer

Jun 2018 - Sep 2018

As Digital Marketing Producer, I managed the Email Marketing Team and took ownership of the Salesforce Pardot email marketing tool, overseeing its full implementation. I worked collaboratively with internal teams to design new content, develop timelines, and launch email nurture campaigns across all product segments. I also led cross-departmental teams in the development and execution of nurture and lead-generation campaigns, ensuring alignment and effectiveness throughout the organization.

Imprivata

Marketing Automation Consultant

Oct 2017 - May 2018

In my role as Marketing Automation Consultant at Imprivata, I collaborated closely with demand generation managers to execute Marketo campaigns, with a focus on trigger-based nurture programs that targeted various stages of prospect development. I was responsible for designing and implementing account-based marketing (ABM) campaigns, managing database segmentation, and creating targeted distribution lists. My expertise in marketing automation tools, particularly Marketo, enabled me to drive significant improvements in campaign performance and deliver measurable results.

MEGA International

Marketing Manager

Jan 2016 - Oct 2017

As Marketing Manager at MEGA International, I took on the responsibility of creating, implementing, and managing email marketing and ABM campaigns that were instrumental in driving lead generation and customer engagement. I hosted webinars and developed comprehensive pre- and post-event marketing strategies that supported our lead-generation efforts. My role also involved content creation, where I authored blog posts and managed social media campaigns to ensure consistent and impactful messaging. Additionally, I managed and coordinated sponsored events and the annual Customer Advisory Board meetings, which were key to maintaining strong relationships with our customers.

LeaseQ

Marketing Consultant

Mar 2015 - Jul 2015

As a Marketing Consultant at LeaseQ, I was responsible for reviewing and implementing Salesforce Pardot within an ambitious two-week timeframe, an achievement that led to my invitation as a panelist at a Salesforce event. My work involved developing and executing email marketing campaigns and digital ads, including ad retargeting strategies, to drive performance and support business objectives. My efforts in marketing automation and process implementation significantly enhanced the effectiveness of our campaigns.

Certifications

[Accredible Wallet](#)

MIT Professional Education

Blockchain: Disruptive Technology

Blockchain Council

Blockchain & Digital Marketing

Certified DeFi Expert

Certified Cryptocurrency Trade

Education

University of San Diego

Bachelor of Arts, Political Science