

Breanna Phippen

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SUMMARY

Strategic marketing leader with 12 years of experience building B2B fintech and digital asset marketing programs from the ground up. Proven success leading go-to-market strategy, positioning, messaging, and thought leadership for tokenized and Web3 products, including launches that drove rapid adoption, exchange visibility, and meaningful revenue outcomes. Strong collaborator across product, sales, and external partners with experience in partnership marketing, performance optimization, and translating complex financial and technical topics into clear market narratives.

EXPERIENCE

Feather (Web3 DeFi by Shade Protocol) | Head of Marketing

Jul 2025 - Present

Led go-to-market strategy for a decentralized lending platform, driving over \$10M in deposits within two weeks of launch.

Defined and evolved core positioning and messaging, partnering closely with product and sales teams.

Led governance-related marketing and communications for tokenized and Web3 products, translating proxy voting, disclosures, and ownership concepts into clear external messaging.

Activated thought leadership and launch content across X, Telegram, Discord, conferences, and partner channels to support launch readiness, ecosystem visibility, and market adoption.

Supported whitepaper and litepaper development in collaboration with technical teams, building deep product fluency and helping translate complex protocol concepts for investors and broader market adoption.

Contributed to investor-facing discussions and cross-functional meetings, helping align messaging with stakeholder priorities and business strategy.

Shade Protocol (Web3 DeFi) | Head of Marketing

Jul 2023 - Present

Launched Shade Protocol's native token on BitMart CEX, significantly expanding market accessibility for global traders.

Rolled out an Ethereum-native integration campaign via MetaMask and Lido, enabling 30M+ MetaMask users to seamlessly access Shade's DeFi app and bringing cross-chain liquidity into the Shade ecosystem.

Conceptualized and launched a limited-edition NFT collection that sold out in under 48 hours, generating \$21K in revenue and reinvigorating community engagement and market awareness.

Organized and hosted "Frictionless", an official Cosmos ecosystem event at ETHDenver 2024 featuring five panels with industry leaders, and represented Shade Protocol as a speaker at major blockchain conferences, elevating the brand's visibility and thought leadership in the fintech community.

Basta Media | Founder and Digital Marketing Manager

Jan 2017 - Dec 2025

Founded a boutique advertising and digital marketing agency specializing in B2B/B2C brand, digital, PR, and events.

Managed a \$160K annual marketing budget across social, digital, and print channels while leading a small team of freelancers and external partners to execute successful campaigns.

Launched the Whole Foods Market Union Station grand opening campaign, generating 2.2M organic impressions.

Orchestrated national and international influencer trips (e.g., Carnival Cruise, Visit Lake Powell) that significantly increased client brand visibility.

Bites with Bre | Founder and Marketing Strategist

Oct 2015 - Dec 2024

Launched and grew a food, travel, and lifestyle brand through original photography, content, and partnerships.

Secured over 30 brand collaborations with partners including Jameson, Toyota, and Vail Resorts.

Authored *Denver Food Crawls* (Globe Pequot, 2020), selling 1,200 copies.

Monetized the brand to generate \$78K in annual revenue through integrated content, partnerships, and social campaigns.

EDUCATION

Colorado State University

Bachelor of Science in Hospitality

Minor Business, Minor Nutrition

LICENSES & CERTIFICATIONS

- ***Web3 Certification | SheFi | 2025***
- ***Foundations of User Experience (UX) Design | Google | 2021***
- ***Foundations of Project Management | Google | 2025***
- ***Social Media Marketing Professional | Facebook | 2021***
- ***The Fundamentals of Digital Marketing | Google | 2020, re-issued 2025***

SKILLS

Web3 and DeFi Marketing • Ecosystem Partnerships • Community Growth and Engagement • Influencer and Social Media Strategy • Search Engine Optimization (SEO) / Search Engine Marketing (SEM) • Marketing Automation and Analytics • Budgeting and Financial Analysis • Team Leadership • Event Planning and Public Speaking