

# Atma DeGeyndt

Growth Marketing Strategist | Product Expert | Behavioral Architect

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## PROFESSIONAL SUMMARY

Full-stack growth strategist and product marketing expert with 15+ years driving customer acquisition, product adoption, and brand lift across AI, SaaS, blockchain, and e-commerce. Adept at designing scalable GTM systems, automating insight loops, and building user obsession through narrative psychology, behavioral profiling, and rapid experimentation. Built ventures from 0 to \$1.8M ARR, trained 100+ founders, and pioneered custom AI and Python-based marketing automation tools. Trusted CMO and advisor for companies at every stage—from scrappy stealth to scale-up.

## CORE PROFICIENCIES

- Growth Strategy & Execution
  - Customer Acquisition & Retention
  - Performance Marketing (Meta, SEM)
  - A/B Testing & Experiment Design
  - Growth Budget Management
  - SaaS / PaaS Scaling
  - Product-Led Growth
  - Marketing Automation Platforms (e.g., HubSpot, ActiveCampaign)
  - Funnel Optimization & Performance Tracking
  - Data Analytics & Dashboarding
  - Google Analytics & GA4
  - SEO / SEM / Content Marketing
  - Email Marketing & Social Ads
  - Market & Audience Research
  - Web3 Go-to-Market Strategy
  - Blockchain / Crypto Marketing
  - Experimental & Data-Driven Mindset
  - Psychological Profiling & Team Optimization
  - Cross-Functional Collaboration & Leadership
  - Machine Learning for market insights
  - Python Automation & Technical Implementation
  - Creative Problem Solving under Ambiguity
  - Lifecycle Marketing Strategy (Acquisition → Retention)
  - **TestGorilla** Marketing Proficiency Exam (5 parts) avg. score 94%
- [https://atma.today/images/TestGorilla\\_Marketing\\_Proficiency\\_Results\\_Atma\\_Degeyndt.png](https://atma.today/images/TestGorilla_Marketing_Proficiency_Results_Atma_Degeyndt.png)

## SELECT HIGHLIGHTS

An experienced marketer, strategist, and thought leader in blockchain, Defi, Web3, AI, ML, SAAS, and E-commerce, specializing in AI and Machine Learning for marketing.

- **Published** a book on launching and marketing startups; available on Amazon
- **Scaled** a DTC food startup from launch to \$1.8M ARR using narrative-driven targeting and paid media optimization across Meta and Instagram.

- **Built** a proprietary lead generation automation engine in Python, integrating GPT, keyword extraction, and optimized PDF outputs.
- **Led** pre-launch and seed marketing at a blockchain startup, helping secure a \$1.2M raise and first-mover brand equity.
- **Revived** a failing e-commerce brand with a 500% increase in revenue over six months using behavioral segmentation and influencer strategy.
- **Advised** over 130 startups across Web3, SaaS, and fintech on GTM, product messaging, brand voice, and early user traction.

Envisions blending a combination of experience and skill to obtain the Head of Marketing/Product Strategy or CMO role for a reputable firm to deliver the utmost in business objectives and performance.

**CURRENT: Chief Marketing Officer | Growth Bastards | Brooklyn, NY | February 2024 - Present**

- Spearheaded customer acquisition and activation strategies using product-led growth and marketing automation platforms, optimizing full-funnel performance through weekly growth experiments and A/B tests.
- Oversee the creation and execution of multichannel marketing campaigns, including digital, social media, email, and content marketing.
- Manage a 15-person growth team; built experimental frameworks to scales B2B and DTC clients.
- Conduct market research to identify emerging trends, competitive landscape, and target audience insights to inform marketing strategies.
- Monitor and analyze campaign performance metrics, providing actionable insights and recommendations for continuous improvement.
- Develop and manage the marketing budget, ensuring optimal allocation of resources and return on investment.

**Head of Marketing (SaaS) | Realware LLC | New York, NY | Feb 2023 – Jan 2024 (Full-time)**

<https://SmartSaaS.works>

- Led SaaS customer acquisition across multiple digital channels; introduced data-driven growth frameworks to improve retention and lifecycle engagement; collaborated with product teams to refine onboarding and activation sequences.
- Responsible for website and landing page development and funnel optimization.
- Partnered with company leadership to develop new growth and business strategies.

**Chief Marketing Officer (Blockchain/Crypto) | BlockX | New York, NY | March 2022 – Dec. 2022 (part-time)**

<https://www.linkedin.com/company/blockxnetwork/mycompany/>

- Implemented user acquisition strategies targeting early-stage Web3 adopters; managed growth budget and optimized campaign ROI through continuous A/B testing.
- Oversaw multiple marketing campaigns simultaneously and monitored performance.
- Responsible for website and landing page development and funnel optimization.
- Mentored a team of 12
- This role was part-time (2 hours a day) and concurrent with my Point Pickup role.

**Director of Product Strategy (Logistics/Tech) | Point Pickup | New York, NY | April 2022 – October 2022 (full-time)**

<https://www.linkedin.com/company/point-pick-up/mycompany/>

- Work with the CMO, CPO, and the CTO to identify key product and marketing opportunities that meet strategic company vision, goals, and trends
- In major target markets create a strategic product plan based on key market requirements.
- Work with the director of product marketing to assess market opportunities and client requirements for new product development.

- Manage ongoing executive-level steering committee meetings to present, discuss and define priorities for the product roadmap.
- Cross-functional collaboration with product, marketing, and engineering teams
- Designing and executing growth experiments

**Chief Marketing Officer (Fin-Tech/Blockchain) | Savvly | New York, NY | June 2021 – February 2022 (full-time)**

<https://www.linkedin.com/company/the-multiplier/>

Managed prelaunch marketing, communications, and product management.

Oversee product marketing and played a significant part in fundraising, closing a \$1.2M seed round.

Prepared all internal and external communication and branding materials

**Chief Marketing Officer (Blockchain/Crypto) | Centric Foundation | New York, NY | Aug 2019 – Feb 2022 (advisory)**

- Worked closely with the CEO in an advisory role to deliver upon the company's mission of helping revolutionize the world of blockchain – and cryptocurrency.
- Managed a marketing plan that continues to drive revenues and move the market.
- Leveraged core skills in business, marketing, and psychological profiling to gain a competitive edge.
- Tracking and reporting on growth performance using data dashboards or analytics tools
- Identifying opportunities using behavior data and market signals

**Chief Marketing Officer (Ecommerce) | Michelle's Maccs | New York, NY | Apr 2019 – May 2021 (full-time)**

- Steered this e-commerce company from initial launch to an ARR of \$1.8 million and over 25K followers while managing all aspects of marketing, team and culture development, and social media.
- Owned all Social Media Marketing, Online Marketing, Online Advertising, Brand Management, and Brand Development
- I was focused on increasing company revenues by creating plans that gave us a competitive advantage, such as targeted Facebook and Instagram ads.
- Created, implemented, and managed the social media team and strategy and worked with social media influencers to enhance the company brand.
- Managed high-performing teams while steering the company successfully through Covid and contributing to and improving the company culture.
- Developed creative brand stories that added meaning and drove markets and user engagement.

**Chief Marketing Officer (FinTech) | Money Goat | New York, NY | Dec 2018 – Apr 2019 (full-time)**

- Developed and managed the company's go-to-market and product management strategies.
- Created multiple campaigns to test our messaging and targeting. Managed all Google Analytics.
- Designed our entire sales funnel and oversaw our social ads, analytics, and content creation. Sadly, they pulled the plug due to funding issues.

**Chief Product Officer (DeFi & Blockchain) | Omega ONE | New York, NY | Mar 2018 – Dec 2018 (full-time)**

- Leveraged profiling skills to hire candidates with the best fit – and trained, developed, and managed a high-performing product management team.
- Coordinated with a range of critical stakeholders, including engineering, UX design, and product design.
- Trained the team in scrum and agile frameworks and introduced assumption tracking.

**CPO & CMO (Machine Learning) | Direct Tech | Los Angeles, CA | Dec 2017 – Mar 2018 (full-time)**

- Coached the team on the Scrum and Agile workflow as the Head of Product.
- Created documentation for the "State of the Product."
- Helped select and train a marketing team uniquely suited for B2B lead gen via leveraging team building and profiling skills to help select new hires.

**CPO & CMO (Startup Instruction and Consulting)** | Startup Ecology | New York, NY | Oct 2011 – Dec 2017 (full-time)

- Sponsored by both **WiX.com and WeWorks**
- As Entrepreneur in Residence, I would conduct daily workshops and seminars, as well as evening meetups.
- My focus was on teaching mindset, pitching, customer acquisition, and product development.
- **Additionally, I:**
- Provided expertise in psychological profiling and translating product and company requirements into creative solutions that drive the market.
- Utilized an evidence-based approach to marketing and product development to help startups validate and grow in the most forward-thinking and effective manner possible.
- Built an online school for entrepreneurs and wrote an online encyclopedia for startup innovation.
- Taught workshops on UX in addition to teaching presentation and communication skills.
- Conducted research to analyze the competitive landscape, market trends, and consumer behaviors.
- Oversaw the design, planning, delivery, and promotion of products to the public.
- Defined product marketing and marketing communications to drive engagement and ROI.
- **Worked with over 130 startups** and their founders
- In a sample engagement (<https://www.daughtersofculture.com>), I was able to take a three-year-old startup with plummeting sales and leverage their existing user base to **achieve 500% growth over six months**, providing them with a \$1.52 yield on their marketing dollar. I achieved this by combining innovative user engagement and influencer marketing with analytics and my own remarketing practices.
- In another example, I worked directly with the founder of the startup Gambassa.com, advising on public relations, pitching, and organizational development issues. I helped them close their first round of funding.
- Delivered a range of different proprietary tools that have been developed over the past ten-plus years.

## **EDUCATION & TRAINING**

- Undergraduate | Mass Communications, Journalism, Art, and Film | University of Minnesota |
- Graduate Studies | Educational & Cognitive Psychology | University of Minnesota |