

# Mitch Eger

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## Experience.

### **Polygon Labs** - Senior Product Marketing Manager

*Web3 Infrastructure*

*June 2022 - Present*

- Responsible for our core product offerings (CDK, ID)
- Led marketing for BUIDLIT hackathon campaign with a budget of \$500k+ which onboarded 5,000+ developers
- Created and measured the full product funnel to help with attribution and growth
- Worked directly with leadership to create OKRs for our go to market strategy

### **Celsius Network** - Senior Product Marketing Manager

*Crypto Bank*

*June 2021 - June 2022*

- Help lead the product marketing vertical
- Developed the go to market strategy for our web and mobile apps
- Contributed to paid growth campaigns that reduced CAC by ~500%
- Lead the marketing campaign "Celsius, your home for crypto" which amassed over 2.5M views across social media and brought in ~\$500M USDC transfers to our app

### **BlueOtter Inc.** - Product Lead

*Facility Management SaaS Company*

*March 2017 - March 2019*

- Established all branding including the style guide, marketing materials, and website design
- Worked with the CTO and CEO to align business strategy with technical product development
- Managed three designers and a product management intern

## Education.

### **Seton Hill University** - BS Exercise Science CAAHEP

*September 2014 - May 2018*

## Tools.

HubSpot & Salesforce

Notion

Contentful & Optimizely

Figma, Sketch, & Adobe CS

Mixpanel

Jira & Trello

## Skills.

Leadership

Operations

Social Media Marketing

Data Analysis

Brand Development

CRM & Data Analysis

Web Design & Development

Market & Competitive Analysis

User Testing & Research

## About Me.

Soccer Player

Spartan Racer

YouTube Creator

Washed Up COD Player

## Contact.

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