

Brian Brown

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SUMMARY

Crypto-native product marketer with 5 years leading GTM strategy for 40+ Web3 products, backed by 5 years in decision science and analytics. Deep interest in prediction markets and stablecoins, with hands-on crypto involvement since 2013. Known for driving \$50M+ in client revenue through positioning, campaign leadership, and performance measurement. Excels at leading cross-functional teams in fast-paced environments to launch and grow products.

WORK EXPERIENCE

SHILLR, Inc.

Co-Founder & Head of Product Marketing – Web3 Marketing Firm

Minneapolis, MN

November 2021 – Present

- Led positioning, GTM strategy and product launch execution for 40 Web3 clients across protocols, L2s, tooling, NFTs and SocialFi, driving \$50M+ in client revenue
- Developed positioning, messaging frameworks, and go-to-market execution for key launches including ‘Quine’ by Larva Labs (\$14M in sales), Prohibition Art (First Art Blocks Contract on L2), Nifty Island (1.2M Impressions in Launch Month) & Alien Frens (31k ETH in Lifetime Sales)
- Scaled and led a team of 8, establishing marketing operations, client onboarding infrastructure & best practices
- Authored email newsletters, leveraged influencer network & implemented token incentives to roll out the Art Blocks 500, a campaign which resulted in 5 rapid NFT sellouts & 11% follower growth over 4 months
- Consulted on product positioning and audience development for early-stage products including Genie (Acquired by Uniswap), Hume (AI Record Label) & mmERCH (Generative Fashion)
- Grew engagement +120% YOY across 5 institutional DAOs by owning social strategy, content operations, and community programming for Flamingo, The LAO, XX, Neon & Glimmer
- Hosted community events across NYC, Miami, and Lisbon; partnered with Base, OpenSea & Proof Collective

Best Buy Co., Inc.

Senior Analyst – Decision Science & Analytics

Richfield, MN

February 2020 – October 2021

- Partnered with cross-functional marketing teams to test business hypotheses & align on strategy across 10 categories
- Drove customer engagement by +13% YOY, providing insights that directly influenced marketing campaigns, including customer profiles by category shopped and consumer journey analyses
- Reported monthly analytics that highlighted changes in customer behaviors over time, broken down by demographic traits, channels shopped & geographic location

Best Buy Co., Inc.

Space Strategy Planner - Business Intelligence

Richfield, MN

January 2018 – January 2020

- Acted as an intelligence consultant by utilizing demographics data, uncovering category KPIs and relaying concise narratives to leadership, growing revenue +22% across 5 business units
- Optimized physical space for profitability across 1,000 Brick & Mortar locations, making recommendations for planogram lengths based on demand elasticity

Best Buy Co., Inc.

Demand Forecasting Analyst - Small Appliances

Richfield, MN

September 2016 – December 2017

- Analyzed historical sales data to accurately forecast demand for a \$300M business; managed 1,300 products that span 1,000 store locations nationwide
- Collaborated effectively with vendor partners, contributing to 17% growth in the business YOY

EDUCATION

St. Olaf College - Bachelor of Arts - Cum Laude

Double Major: Mathematics & Economics Minor: Statistics

Northfield, MN

Graduated: May, 2016

SKILLS

- Analytics & Data: SQL, R, Google Analytics, Amplitude
- GTM & Collaboration: Notion, Slack, Figma, Jira
- AI & Productivity: Claude Code, ChatGPT, Replit, Gemini
- Notable: 2 x 100 Mile Trail Race Finisher, First purchased BTC in 2013