

United Arab Emirates Jobs Expertini®

Chief Marketing Officer | Polygon Labs Dubai

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Company: Polygon Labs

Location: , , United Arab Emirates

Category: other-general

Chief Marketing Officer | Polygon Labs Dubai

Polygon Labs develops Ethereum scaling solutions for Polygon protocols. Polygon Labs engages with other ecosystem developers to help make available scalable, affordable, secure and sustainable blockchain infrastructure for Web3. Polygon Labs has initially developed a growing suite of protocols for developers to gain easy access to major scaling solutions, including layer 2s (zero-knowledge rollups and optimistic rollups), sidechains, hybrid chains, app-specific chains, enterprise chains, and data availability protocols. Scaling solutions that Polygon Labs initially developed have seen widespread adoption with tens of thousands of decentralized apps, unique addresses exceeding 207M, over TK million smart contracts and TK total transactions processed since inception. The network is home for some of the biggest Web3 projects and well-known enterprises. Polygon Labs is carbon neutral with the goal of leading Web3 in becoming carbon negative.

We are in search of a dynamic Chief Marketing Officer to join our globally distributed team, spearheading the adoption of the Web3 landscape.

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Key Job Responsibilities

Lead, mentor, and nurture our protocol marketing, social media, and ecosystem marketing teams, ensuring seamless coordination among our key audiences and stakeholders

Leverage data and user insights, and employ strategic thinking to cultivate and refine

Polygon's brand positioning while implementing and ensuring the consistent execution of

our marketing message

Oversee the execution of our existing marketing plan of Polygon Labs, while fostering growth and adoption for our pivotal end-user use-cases situated at the intersection of AI and Web3

Evaluate, scrutinize, and report on the efficacy of marketing campaigns and initiatives, leveraging data-driven intelligence to optimize performance and guide decision-making

Supervise and synchronize communications across all marketing channels, ensuring that pertinent and significant content is generated and disseminated regularly to engage and educate our target audiences

Collaborate directly with our product and engineering teams to orchestrate and oversee marketing experiments during the introduction of new products and services

Support the project in industry events, conferences, and networking opportunities to boost brand awareness and identify potential partnerships

Efficiently manage marketing budgets, allocate resources, and ensure a return on marketing investments

What you'll need – Preferred Qualifications

A demonstrated track record of at least five years in progressively senior marketing roles, with a history of team management, and product launches. A minimum of three years of experience in the Web3 industry

Previous experience at an early-stage technology startup, preferably as an early hire or founding team member, ideally within the crypto industry

A creative thinker with a history of executing innovative marketing campaigns and initiatives, along with exceptional communication skills for conveying intricate concepts to diverse audiences

A hands-on multitasker who thrives on taking end-to-end ownership of tasks, willing to personally roll up their sleeves to execute and deliver results.

Ability to effectively collaborate with cross-functional teams, using strong analytical skills to incorporate data-driven insights into marketing decision-making

Previous experience in the high-growth tech industry or a personal interest and a solid grasp of the emerging market landscape within Web3

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