

# Hannah Fröjd

Senior GTM and marketing leader · Zurich

12+ years in marketing across fintech, crypto and gaming, most recently advising AI startups. Often the first marketing hire, building from 0 to 1 and scaling from there. I define the brand narrative and build the growth engine behind it. Strong in GTM, positioning, business development and bootstrapped growth, from early-stage to scale-up. Took Drop Protocol from 2k to 23k+ users and \$50M+ TVL in 12 months.

---

## Current work

[Fröjd Consulting](#) · 2026 – Present

### Fractional CMO

I work with founders who aren't yet ready to build a full marketing team, covering narrative, positioning, GTM, business development, brand and comms from strategy through to execution. Clients include two Zurich AI startups in commodity trading and insurtech (narrative and positioning), and Champagne HATT et SÖNER (Swiss market entry and sales).

Growth · Positioning · Narrative · GTM · Business development

---

## Experience

[Structured](#) · Remote · 2025 – 2026

### Head of Marketing

*Protocol behind maxBTC; liquid, yield-bearing Bitcoin asset with institutional-grade custody. Incubated by the Drop core team and built in parallel.*

- First marketing hire; built brand, narrative and category positioning for maxBTC in BTCFi
- Ran the full arc from stealth to KYC-gated public beta
- Owned all technical documentation, working directly with the development team
- Shaped pre-seed investor narrative and communication

\$8M early deposits · Stealth to beta · GTM · Pre-seed narrative

---

[Drop Protocol](#) · Remote · 2024 – 2026

### Head of Marketing

*Lido-backed liquid staking protocol on the Interchain.*

- Built demand and bootstrapped community growth with the Droplets incentives program
- Scaled to 23k+ users and \$50M+ TVL → #1 Interchain LST within 12 months
- GTM lead for all assets, product launches and partnerships
- Ran the X account, on-chain campaigns, lifecycle marketing and growth analytics
- Owned protocol documentation, translating technical specs into clear user-facing docs
- Led a team of 4 across community, content and design

11x users · \$50M+ TVL · #1 Interchain LST · Bootstrapped growth

[Obligate](#) · Zurich · 2023 – 2024

### Head of Marketing

*On-chain capital markets platform for digital bonds and structured products.*

- Repositioned product for relaunch; secured tier-1 organic coverage
- Co-marketing campaigns and webinars with Base, Polygon, Circle, Bitcoin Suisse and others
- Built the thought leadership plan for the founders, by topic and channel
- Incubated and launched Margarita Finance, a Solana-based structured yield platform

Full relaunch · Tier-1 coverage · Webinars

---

[SKYGROUND](#) · Remote · 2022 – 2023

### Head of Marketing

*Turnkey fintech and trading infrastructure.*

- First marketing hire; built brand, website and full marketing stack from scratch for a retail forex brokerage product
- Launched from zero in the GCC and Europe and developed a white label trading academy

0 to 1 · White label · GCC · EU

---

[Matchmade](#) · Berlin · 2019 – 2022

### Marketing Director

*Creator marketplace connecting game studios with YouTube and Twitch creators.*

- Scaled creator roster from 1.4k to 15k+
- Ran marketing, website traffic and lifecycle, plus sales pipeline and CRM with the SDR team
- Led a team of 4 across social media, SDR and customer success

10x creators · Marketplace growth

---

## Earlier Experience

[Zalando](#) · **Head of PR and Social, Nordics** · 2017 – 2019

Owned PR and social for Sweden and Finland at Europe's largest fashion platform.

Ran creator partnerships and a UGC program that turned shoppers into content creators and lifted AOV.

[Caliroots](#) · **Head of Brand and Social** · 2016 – 2017

Led brand and community for one of Scandinavia's leading streetwear retailers.

Owned voice, social and events.

[Vinguiden](#) · **Content Lead** · 2014 – 2016

Content strategy and editorial direction for Sweden's leading wine media brand.

Sommelier certification in parallel.

# Skills

---

|                      |                                                                                                                                                                                                                                                                                                                                                         |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Capabilities</b>  | Brand narrative / Positioning / GTM / Growth / Content strategy / 0-to-1 / Category creation / Business development / Market entry / Demand generation / Funnel and pipeline management / Developer relations / Technical writing / ABM / Outbound / Strategic communications / Thought leadership / Team leadership / Community building / Events / PR |
| <b>Verticals</b>     | Digital assets (DeFi, institutional) · Fintech · Gaming · AI · Fashion / e-commerce · Wine / luxury                                                                                                                                                                                                                                                     |
| <b>Tools</b>         | Claude / Claude Code / Cursor / ChatGPT / Perplexity / Lovable / Clay / Zapier / n8n / HubSpot / Salesforce / Apollo / Explee / GitHub / Dune / Looker Studio / Numia / Addressable / GA4 / Mixpanel / Meta Ads / Google Ads / LinkedIn Ads / Webflow / Framer / Figma / Notion                                                                         |
| <b>Languages</b>     | Swedish – native · English – bilingual · German – basic · French – beginner                                                                                                                                                                                                                                                                             |
| <b>Education</b>     | B.Sc PR, Communication and Media · Stockholm University, 2013–2015                                                                                                                                                                                                                                                                                      |
| <b>Certification</b> | Certified Sommelier · Scandinavian Wine Academy, 2016                                                                                                                                                                                                                                                                                                   |
| <b>Based in</b>      | Zurich, Switzerland · B permit, EU/EEA national                                                                                                                                                                                                                                                                                                         |