



Vanessa
Valerie

FULL-STACK
TECH MARKETING
LEADER

CONTACT

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EXPERIENCE

GEN Labs (*Stealth*)

Head of Marketing | Jun '25 - present

- **Built GTM foundation from ground-up:** defined positioning, core narrative, messaging architecture, and brand identity to translate a complex technical product into a clear and differentiated story
- Led **zero-to-one product marketing** and commercial enablement
- Shaped early design partner engagement strategy, partnering with product and BD on outreach and converting that into deeper product engagement

Fireblocks

Senior Director, Marketing | Aug '20 - Dec '24

- Joined as employee #50, grew with Fireblocks from **Series A to E**
- Promoted 3 times in 4 years – started in Demand Generation and grew into Brand Strategy before being **appointed Interim Head of Marketing** from June '23 to March '24
- Led Demand Generation and contributed to **growing the company ARR to \$100M**
- Hands-on with all Marketing functions end-to-end
- Orchestrated Fireblocks' annual customer conference, SPARK

OS33 | *SaaS / Cybersecurity / FinTech*

Marketing Director | Jan '18 - Apr '20

- Strategized and executed on inbound marketing, ABM, product marketing, digital marketing, public relations, content development and social media initiatives
- Collaborated with Enterprise and SMB Sales, Product, Customer Success, Channel Partnership, and Education teams to amplify brand and product messaging to clients, partners, and prospects in Financial Services

Ogilvy

Senior Associate / Manager | Feb '14 - Jun '15 and Mar '16 - Sep '16

- Led and won new business pitches
- Developed and implemented 360 campaign strategies and optimized resources to achieve and exceed targeted outcomes for B2B and B2C brands

Carousell | *Tech Startup / P2P Marketplace*

Public Relations Lead | Jun '15 - Mar '16

- Spearheaded and executed global branding, social media, and media engagement strategy, and led agency partners across Asia

FLY Entertainment | *Marketing / Artiste Management*

Marcom Manager | Jun '13 - Feb '14

- Led a team of executives to execute marketing plans for clients while serving as publicists for agency artistes
- Wrote and produced a quarterly magazine for the entertainment industry

Quiksilver

Marketing Coordinator, South Asia | Mar '12 - Apr '13

- Planned and executed 2 major regional marketing events in the first year of joining the company; Garnered extensive press coverage across Southeast Asia
- Part of the pioneering regional e-commerce team; Set up and managed social media accounts and paid ads for Quiksilver, Roxy, and DC Shoes across 7 markets

Singapore Press Holdings

Multimedia Journalist / Content Producer | Mar '08 - Mar '12

- Editor of (now-defunct) Diva Asia. Led the site to become Singapore's top women's lifestyle and news website in 2011/12
- Covered key news stories for regional news site, AsiaOne and reported on-camera for The Straits Times Razor TV

FORMER AGENCY CLIENTS

NETFLIX



SOFITEL
HOTELS & RESORTS



LONGINES



YTL HOTELS



US-based
Energy
Corporation



KEY SKILLS & EXPERTISE

Marketing Leadership | Demand Generation | Brand Strategy |
Inbound Marketing | ABM | Corporate Communications |
Social Media Strategy | Event Planning & Management |
Budgeting | CRM Strategy | Community Management |
Content Strategy | Creative Writing | Basic HTML & CSS |
Basic Video & Audio Editing | Blockchain | Crypto | Fintech |
SaaS | Cybersecurity

EDUCATION

Bachelor of Communication, Double Major
Murdoch University

LANGUAGES

English | Native
Chinese | Fluent