

# Aixa Rizzo

Product Marketer · Social Media Manager · Content Creator · Builds AI Agents

rizzoaixa@gmail.com · linkedin.com/in/aixarizzo · aixarizzo.com (pass: youarehired) · Buenos Aires / Lisbon ·  
Bilingual EN / ES

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## PROFILE

Marketer who builds. Twelve years making people care about products, from advertising art direction to growth and product marketing across crypto, fintech and SaaS. I have seen marketing from every seat: the agency's, the founder's, the product's. Today I split my time between two things I am equally good at: creating content that earns attention in two languages, and building the AI agents and brand-voice systems that scale it. I work inside Myosin, an official Anthropic Claude Partner.

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## EXPERIENCE

### Agentic Social Lead, Myosin.xyz

Dec 2025 – Present

*Forward-deployed marketing & AI engineering for crypto clients · Remote*

- Lead **social media management and content strategy**, including ghostwriting, for client accounts, owning voice, calendar and publishing end to end.
- Design and ship the **agent architectures and brand-voice systems** that run those content engines, both for clients and for use inside the company.
- Sit embedded with each client as a forward-deployed operator, translating their product into a repeatable content and growth motion.

**Clients:** DeepBook (Sui), Hastra, Provenance.

### Content Creator, @aixarizzo

Ongoing

*Bilingual crypto & lifestyle · owned channel run like a brand*

- Create video, vlog and short-form storytelling in Spanish and English, growing an owned crypto audience from scratch.
- Turned that audience into paid brand partnerships with **Kraken, Tangem, Payy, Fhenix** and more, with sponsored content that reads as story, not ad.
- The channel opens doors offline too: invited to speak at Kraken's Expo EFI and the SheFi Summit, and featured on the Chain Reactions podcast.

### Content Creator, Kraken

Apr 2026 – Jun 2026

*Contract · Remote*

- Produced bilingual content and localization for Kraken's expansion into the Argentine market, covering Spanish-language social and community.
- Led creator content for the Ink Points campaign and represented the brand on stage to a room of creators and traders.

### Ecosystem & Product Marketing Manager, Sophon Labs

Jun 2025 – Dec 2025

*Consumer crypto ecosystem · Remote*

- Owned product marketing end to end for a consumer crypto app: positioning, messaging and GTM strategy through product launch.
- Ran lifecycle marketing across push, email and in-app, plus ecosystem partnerships with the apps building on the network.
- Produced the full content surface, from blog writing and long-form articles to merch design and launch films.

Marketing Operations Director, Coinspect Security

Jun 2024 – May 2025

Crypto security audit firm · Remote

- Built the B2B sales pipeline from scratch (lead scoring, ABM, outbound) and grew qualified leads **+60%**.
- Ran BD, sales and partnerships, including referral programs and new service lines, and owned SEO and thought leadership.
- Supervised UX/UI for the public Wallet Security Ranking, a lead-generating research product for the firm.

**Closed & partnered:** Babylon, Stellar, Flare, Satlayer, and the MetaMask security partnership.

Growth Marketing Manager, Venngage

Sep 2023 – Jun 2024

B2B SaaS · Remote (Ontario, Canada)

- Drove **+25% enterprise signups** by repositioning product bundles and tightening the conversion funnel.
- Ran B2B lead gen and ICP research, UGC and creator content that scaled a campaign to 90,000+ impressions, and social and email on HubSpot.
- Managed a team of 3 across the marketing lifecycle.

Commercial & Marketing Director, Co-Founder, Gin Tonic Festival

Jan 2022 – Sep 2023

Self-employed · Buenos Aires

- Founded and ran the festival end to end, leading a team of 10 across marketing and production; grew attendance **+67%** (3,000 to 5,000).
- Closed sponsorships covering 30% of the total event budget; owned paid media, influencer partnerships, PR and creative direction.

Earlier: Art Director · Project Manager · Graphic Designer

2016 – 2023

The Juju · Webar Interactive · Ministerio Público de la Defensa (CABA)

- Art direction for photo and video shoots for international brands including L'Oréal, Visa, Axion Energy, Pfizer and Renault.
- The creative and advertising foundation behind everything I make today: making an idea land, fast, in a small form.

SKILLS

|               |                                                                                                                                                                                                                                        |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Content       | Content creation and creator/UGC strategy, video and vlog production, bilingual storytelling (EN / Rioplatense ES), social media management, ghostwriting, personal-brand and audience growth, brand partnerships.                     |
| Marketing     | GTM strategy and 0→1 launches, product marketing and positioning, B2B demand gen and pipeline, ABM and referral programs, lifecycle marketing, growth and signup conversion, SEO and thought leadership, partnerships and sponsorship. |
| AI / Building | Production AI agents (Claude Code, multi-agent design, human-in-the-loop), MCP server authoring (Python / FastMCP), brand-voice-as-code, Anthropic API (Python & Node), quality gates and crash-safe automation.                       |
| Tools         | Python, Node.js, Anthropic SDK, Notion API, Apollo.io, Next.js + TypeScript, Supabase, HubSpot, Google Analytics, Sprout Social, Kaito, Git.                                                                                           |

EDUCATION & CREDENTIALS

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|----------------------------------------------------------|--------------------------------------------|
| Bachelor's, Marketing & Advertising                      | Universidad Argentina de la Empresa (UADE) |
| Creative Art Director                                    | Escuela de Creativos Publicitarios (ESCP)  |
| Claude Partner Network Learning Path · Anthropic Academy | Myosin — official Anthropic Claude Partner |