

Amy Matsushima

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EDUCATION

Loyola Marymount University

Bachelor of Business Administration – Entrepreneurship

2026

PROFESSIONAL EXPERIENCE

FRECKLD Beauty

Founder and CEO

Oct 2025 – Present

Los Angeles, CA

- Founded a consumer health venture (currently pre-revenue) with a mission to make soft water accessible to everyone, and led the development of the first renter-friendly water-softening system in the market
- Secured \$300,000 in pre-seed funding from friends, family, and angel investors by articulating the market opportunity and existing gap, validating demand for accessible water quality solutions, and developing a robust investment narrative
- Analyzed 300+ user surveys and built a 2500+ pre-launch qualified waitlist with ownership of messaging, positioning, and branding to assess traction (85% indicating willingness to switch from filtration) and prioritize product changes or iterations
- Assembled a cross-disciplinary advisory board including 3 Board-certified dermatologists and 2 water treatment engineers to validate clinical efficacy, technical feasibility, and consumer messaging
- **Highlight:** Evolved the product from concept and design to product development, testing and go-to-market (GTM) to translate a technical concept into a consumer-facing product demonstrating early product-market fit

MetaTora

Founder and CEO

Jan 2022 – Jul 2025

Los Angeles, CA

- Founded and scaled a global digital community aimed at empowering and advancing female participation in Web3 and crypto (Women of Crypto) to 150,000+ members across Discord, X, and Instagram
- Advised early-stage Web3 companies on growth marketing and GTM strategy to support 6-figure revenue generation across key partner initiatives and drive new market entry
- Built and monetized a community-led ecosystem that generated 7-figure total revenues including a \$4.8M flagship launch as well as \$1M+ in recurring royalties and merchandise sales
- Orchestrated cross-functional operations across product development, branding, marketing, and partnerships in conjunction with a team of 12 to build a differentiated brand in a rapidly evolving Web3 environment
- Directed philanthropic and social impact initiatives including donating \$100,000 to organizations supporting women in technology, including Crypto Chicks and Women Who Code
- **Highlight:** Piloted a highly successful product launch with accountability for all aspects of demand generation, integrated marketing communications, and community engagement to generate \$1M+ of revenue within minutes of launch

Independent Freelancer

Growth and Digital Marketing Consultant

2019 – 2022

Los Angeles, CA

- Advised early-stage start-ups and consumer brands on growth strategy to consistently increase client revenue by up to +63% via improved positioning, funnel optimization, and an integrated acquisition strategy
- Designed and implemented end-to-end growth systems and including websites, e-commerce storefronts, and conversion funnels to scale up marketing infrastructure for early-stage businesses in zero-to-one phases
- Architected brand and social media strategies including the development of unified content calendars and consistent brand experiences across touchpoints to grow from ground-up to up to 13,000+ followers
- Counseled founders on the importance of unit economics in early-stage customer acquisition and scale-up to help preserve funding runway and emphasize data-driven advertising spend (with up to 8x ROAS for a single client)

HONORS & AWARDS

- **Forbes and VICE**, *Female Founder Featured Article*
- **TechRound UK**, *Named in the '36 Women Revolutionizing Crypto' List*

ADDITIONAL INFORMATION

- **Community Involvement:** DECA President at the Santa Monica Chapter
- **Languages:** English (fluent) – Japanese (proficient) – Russian (proficient)