

Devin von Gunten

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EDUCATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY

Bachelor of Science in Marketing | Recipient of President's List and Dean's List - **GPA of 3.8**

Manchester, NH

Graduated May 2017

EXPERIENCE

TMX Group

Remote (Headquarters: Toronto, Canada)

Product Marketing Manager | TMX Datalinx

Nov 2022 – Now

- Help orchestrate go-to-market strategies, including product narratives, prospect targeting, messaging oversight, and research
- Maintain product collateral PDFs and product pages to highlight key features, benefits, and use-cases for sales support
- Create sales enablement materials and train sales teams on product value propositions
- Collaborate with product management to define product positioning and messaging aligned with target audience needs
- Create and manage marketing campaigns across multiple channels (email, social, google AdWords, content marketing)
- Utilize data from Google Analytics, Search Console and more displayed in Data Studio for actionable campaign insights
- Employ SQL and Excel to extract and analyze our data products for content/marketing campaigns

Wall Street Horizon (Acquired by TMX Group in November 2022)

Woburn, MA

Digital Marketing Specialist

Jan 2019 – Nov 2022

- Lead execution of paid social, paid search, email, and SEO strategies, driving consistent brand visibility and lead generation
- Leveraged marketing automation through Salesforce and Pardot
- Utilized data from Google Analytics, Search Console and more displayed in Data Studio for actionable campaign insights
- Designed high-quality landing pages and graphics for effective paid advertising
- Performed ongoing keyword research and continually optimize landing pages to elevate SEO performance
- Built out full digital marketing strategy from the ground up

Exclusive Concepts

Burlington, MA

Senior Social Media Specialist

May 2017 – Dec 2018

- Managed paid social advertising for companies from numerous industries
- Conducted thorough audience research for precise targeting
- Developed innovative strategies to elevate social program
- Created training materials for onboarding of new marketing specialists
- Audited prospect accounts and presented findings during sales calls

Skills:

- Advertising: Meta, Twitter, LinkedIn, Google AdWords, SEO, Email, Ahrefs
- Data/Coding: SQL, HTML, CSS, Excel, Python, Google Analytics, Google Data Studio, Tableau, Datawrapper, Flourish
- Design: Adobe InDesign/Photoshop/Premier Pro, Canva, Stripo

Accomplishments/Projects

TMX Group – Assisted in new product category launch, generating 10+ initial sales opportunities

- Orchestrated comprehensive redesign of core product group landing page to enhance user experience and drive conversions
- Collaborated with product managers to develop high-impact sales collateral highlighting key data specifications
- Crafted targeted messaging for pre-launch sales and marketing campaigns, tailored to diverse personas and global markets

TMX Group – Drove 180% increase in new web lead generation YoY

- Spearheaded comprehensive redesign of product pages, implementing a cohesive layout strategy that streamlined customer navigation and prominently featured key product information, resulting in increased form submissions and inquiries

TMX Group – Generated 100+ qualified leads per event through quarterly virtual industry panels

- Coordinated educational panels featuring industry experts, strategically highlighting the relevance of our data offerings
- Lead end-to-end event marketing strategy, from concept development to lead generation and follow-up

Wall Street Horizon – Drove 200-400% YoY increase in organic traffic for three consecutive years

- Conducted comprehensive keyword research and strategic landing page creation targeting high-value search terms
- Implemented data-driven, site-wide SEO optimizations to enhance organic search performance across key pages

Wall Street Horizon – Accelerated 15% of existing prospects up sales funnel via automated email campaigns

- Designed and executed quarterly multi-step automated email marketing campaigns featuring timely content and research
- Strategically curated and updated campaign content to maintain relevance and drive engagement