

# Devin von Gunten

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Results-driven Digital & Product Marketing Manager with 7+ years of experience with a focus in capital markets industry. Proven track record of developing and executing comprehensive marketing strategies that drive lead generation, increase web traffic, boost sales, and enhance product comprehension. Skilled in go-to-market product planning, content creation, and data analysis, with expertise in SEO, paid advertising, and marketing automation. Demonstrated ability to collaborate cross-functionally and deliver measurable results in fast-paced environments.

## EXPERIENCE

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### TMX Group

Remote (Headquarters: Toronto, Canada)

*Digital & Product Marketing Manager* | TMX Datalinx

Nov 2022 – Now

- Orchestrate go-to-market strategies, including product narratives and messaging oversight, leading to the recent launch of new product group with 20+ initial sales opportunities
- Drove a 180% increase in new web lead generation YoY through a comprehensive redesign of product pages that enhanced user experience while encouraging information requests
- Develop high-impact sales collateral in collaboration with product managers, highlighting key data specifications for targeted marketing campaigns and sales support
- Generate 100+ qualified leads per event through quarterly virtual industry panels, coordinating educational sessions featuring industry expert and handling event marketing strategy
- Utilize data from GA4, Search Console and more displayed in Looker 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

- Led execution of paid social, search, email, and SEO strategies, achieving a 300% YoY increase in organic traffic through targeted keyword research and site-wide optimizations for three years in a row
- Converted 15% more prospect per quarter through marketing automation using Salesforce and Pardot, designed to maintain engagement with timely content and research
- 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 campaigns for 20+ firms across diverse industries, resulting in an average of 20% increase in client target ROI
- Developed data-driven audience targeting strategies, improving click-through rates by 40% on average
- Created and executed innovative social media strategies that increased monthly sales by 50% on average
- Designed comprehensive training materials that reduced onboarding time for new marketing specialists
- Conducted in-depth audits for 50+ prospect accounts, presenting findings during sales calls

### Skills:

- Advertising: Meta, X, LinkedIn, Google AdWords, SEO, Email, Ahrefs, Pardot, Marketing Cloud
- Data/Coding: SQL, HTML, Excel, Python, Google Analytics, Looker Studio, Tableau, Datawrapper, Flourish

## EDUCATION

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### SOUTHERN NEW HAMPSHIRE UNIVERSITY

Manchester, NH

*Bachelor of Science* in Marketing

Graduated May 2017

Recipient of President's List and Dean's List - **GPA of 3.8**