

# Devin von Gunten

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## EDUCATION

### SOUTHERN NEW HAMPSHIRE UNIVERSITY

Manchester, NH

*Bachelor of Science* in Marketing with a minor in Social Media Marketing

Graduated May 2017

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

## EXPERIENCE

### TMX Group

Remote (Headquarters: Toronto, Canada)

*Digital Marketing Manager, Product* | TMX Datalinx

Nov 2022 – Now

- Help orchestrate go-to-market strategies, including product narratives, prospect targeting, messaging oversight, and research
- Create and manage marketing campaigns across multiple channels (email, social, google adwords, content marketing)
- Maintain product collateral PDFs and product pages to highlight key features, benefits, and use-cases for sales support.
- 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 2018 – 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

*Social Media Specialist*

May 2017 – May 2018

- Actively managed and scheduled postings across platforms
- Complete extensive audience research for in-depth targeting on behalf of clients
- Build out paid social campaigns across Facebook, Instagram, Pinterest, and LinkedIn
- Monitored, optimized, and reported on campaign performance directly to clients

### Skills:

- Advertising: Meta, TikTok, 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

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

- Helped orchestrate quarterly virtual industry panels and lead execution of event marketing strategy
- Increased product/data set expertise for enhanced digital and product marketing content

### Wall Street Horizon - Increased organic traffic YoY by 200-400% consistently for 3 years.

- Conducted keyword research and created landing pages targeting high traffic keywords with low competition
- Implemented consistent site-wide optimizations for enhanced organic search performance on key pages

### Wall Street Horizon - Increased prospect engagement by 60%

- Created a multi-step automated email marketing campaign featuring recent content and research, updated on a quarterly basis

### Exclusive Concepts - Increased monthly spend on social advertising by 10x over a 10-month period while maintaining ROA

- Built out 10+ category specific campaigns
- Created product specific campaigns around top sellers, new products, and high AOV items