

Devin von Gunten

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Results-driven Digital & Product Marketing Manager with 7+ years of experience with a focus in the 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

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 a new product group with 20+ initial sales opportunities
- Drove a 180% increase in new web lead generation YoY through a comprehensive redesign of every product page which enhanced user experience while encouraging information request form submissions
- 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 experts and handling event marketing strategy
- Utilize data from GA4 and Search Console visualized in Looker Studio to derive 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, enhancing our market share against competitors
- Performed targeted keyword research and continually optimized landing pages to elevate SEO performance, achieving a 2-300% YoY increase in organic traffic for four years in a row
- Generated 25% more new sales opportunities 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
- 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:

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

EDUCATION

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**