

MOLLY VAN GUILDER

South Saint Paul, MN • (651) 248-1122 • mkvanguilder@gmail.com

[Portfolio](#)

SENIOR MARKETING STRATEGIST | CONTENT & PRODUCT MARKETING LEADER

Marketing and communications leader with 20+ years of experience developing growth strategies, go-to-market plans, product marketing initiatives, and integrated campaigns across SaaS, healthcare, construction, technology, manufacturing, consumer products, and B2B organizations. Proven success leading content strategy, demand generation, executive messaging, paid media planning, marketing budgets and forecasting, RFP development, and cross-functional creative teams.

CORE COMPETENCIES

Marketing Strategy & Go-to-Market Planning • Content Strategy & Copywriting • Product Marketing • Demand Generation • Paid Media Strategy (Meta, Google, LinkedIn) • Marketing Budgeting & Forecasting • SEO & Analytics • CRM & Marketing Automation (HubSpot, Salesforce, Zoho) • Executive Presentations & Investor Decks • Team Leadership & Project Management • Website & Landing Page Optimization • RFP & Proposal Development

KEY ACHIEVEMENTS

- Earned the 3M Hero Award for leading the Littmann® app redesign and user experience improvements.
- Achieved an approximately 90% commercial and government RFP win rate for agency clients.
- Improved client engagement by an average of 25% through strategic content and digital marketing.
- Increased website conversions by 21% through website and landing page optimization.
- Developed marketing budgets, forecasts, and acquisition models supporting executive planning and product launches.

Marketing Manager | Group FiO

April 2021 – Present

- Lead strategic marketing initiatives for SaaS, technology, and startup clients across content, email, paid media, websites, webinars, and demand generation.

- Develop go-to-market strategies, messaging, positioning, and integrated campaigns for clients including Nexit, Reed, LBH, Tello: A John Scully Company, SparkCompass, Tableau, and myDream: Dream Interpretation App.
- Built marketing budgets, growth forecasts, KPI dashboards, and customer acquisition models to support executive decision-making.
- Plan Meta advertising campaigns, audience strategies, creative messaging, and performance optimization.
- Lead App Store Optimization (ASO), launch planning, pricing recommendations, onboarding strategy, lifecycle marketing, and subscription planning for the myDream mobile app.
- Created executive presentations, investor decks, website wireframes, and sales collateral.
- Led website and landing page optimization initiatives that increased conversions by 21% and contributed to a 35% increase in SaaS product adoption.

Marketing Content Manager | Cazarin Interactive (Contract/Freelance)

September 2019 – Present

- Develop integrated marketing strategies and content across websites, email, paid advertising, social media, video, SEO, and sales collateral.
- Manage campaigns for clients in SaaS, healthcare, construction, manufacturing, real estate, and technology.
- Oversee editorial calendars, campaign execution, and a six-person creative team across multiple client accounts.
- Author commercial and government RFP responses with an approximately 90% proposal win rate for clients including Advantage Construction, Bonfe HVAC, and Range Systems.
- Increase client engagement by an average of 25% through strategic content optimization.

Communications Manager, Biomedical Devices | 3M

August 2017 – September 2019

- Managed global marketing communications for the Littmann® Stethoscope brand.
- Directed digital asset management, CRM systems, brand messaging, and product marketing initiatives.
- Led the redesign and relaunch of the Littmann mobile app, eliminating crash reports and earning the 3M Hero Award.
- Improved vendor workflows, reducing production timelines by two weeks.
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Director of Social Media & Marketing Projects | Blakeway Worldwide

July 2015 – August 2017

- Directed integrated e-commerce, paid media, and social marketing strategies.
- Improved Google Quality Score from 4 to 8 within three months and exceeded ROI goals ahead of schedule.
- Implemented retention initiatives that contributed to record sales.

Marketing Manager | Range Systems

October 2012 – July 2015

- Managed global marketing communications for defense and commercial markets.
- Expanded social presence to 3,700+ Facebook followers in 10 months.
- Doubled email newsletter subscribers in six months and optimized trade show investments, reducing budget by 30% in 6 months.
- Directed the development of government, military, and municipal RFP/RFQ responses, partnering with engineering and executive teams to secure high-value contracts through compelling, compliant proposals.

Marketing Manager | Laabs Construction

September 2008 – October 2012

- Developed marketing strategy, referral programs, and business development initiatives.
- Increased qualified leads by 63%, reduced travel costs by \$18K, and secured \$200K in new contracts.

Marketing Manager | Cummings, Keegan & Co., PLLP

January 2003 – August 2008

- Directed firm-wide marketing, proposals, rebranding, website redesign, and client communications.
- Increased proposal volume by 30% and client retention by 32%.

EDUCATION

B.A., English and Business Management
University of St. Catherine, St. Paul, MN

CERTIFICATIONS

- Salesforce Administrator Certified
- Google AdWords Fundamentals Certified
- HubSpot Marketing Hub Certified