

Molly Van Guilder

321 Reid Lane, South Saint Paul, MN 55075 ● (651) 248-1122

email: mkvanguilder@gmail.com Portfolio: <https://mkvanguilder.journoportfolio.com>

Marketing and content professional with over twenty years of solid B2B, B2C, agency and professional services marketing, delivering profitable and successful solutions to support and drive sales, attract and maintain customers, and assist in the building of a corporate brand. Special talent for content creation, copywriting, content team, and editorial management.

- Content Writing & Editing
- Trade Show Management
- Public Relations Campaigns
- Market Research and Analysis
- Content Team Management
- Collateral Material Development
- RFP and Proposal Generation
- Digital and Social Media Ads
- Brand Cohesion and Management
- E-Commerce Sales Team Support
- Database and CRM System Management
- Direct Mail and E-Mail Campaigns
- SEO Optimization
- Digital Analytics and Metrics Applications
- Client Relations
- Project Team Leadership

Proficient in all aspects of Windows Office Suite. CMS experience including WordPress and Joomla. CRM Systems including Sales Force (Sales Force Administrator Certified), SharpSpring, Goldmine, Sales Logic, Celum-Synergy and Raiser's Edge. E-marketing campaign programs including Mail Chimp, Campaign Monitor, Pardot and Constant Contact. Graphic design software proficiency in Canva, Venngage, Adobe Suite, including Photoshop and InDesign. Google AdWords Fundamentals Certified.

Work Experience

September, 2019 – Present,
Marketing Content Manager
Cazarin Interactive

Conceptualize, write and edit content for ads, e-mail campaigns, blogs, brochures, multiple websites for a variety of different industries, and more. Plan direction and style of marketing content across multi-platforms and channels to enhance client's brand impact and reach for marketing agency specializing in turnkey marketing solutions.

Coordinate design, production, and delivery of marketing collateral and web content for markets worldwide. Create engaging, high-performance content for websites for industries ranging from business consulting to high-tech start-ups. Produce and edit videos for use in social media and marketing efforts. Create and manage comprehensive workflows for multi-platform drip campaigns.

→ Managed content staff of six, including three internal reports and 3 freelance reports located remotely.

→ 100% success rate of meeting goal of increasing engagement analytics for both social media platforms and websites by 25% in one quarter for all clients.

→ Implemented editorial calendar system that increased content output by 20% in one quarter.

**August, 2017 – September, 2019,
Communications Manager, Biomedical Devices
3M**

Curated, created, edited and managed the production of collateral for the 3M™ Littmann® Stethoscope brand. Managed advertising agency relationship and served as social media manager and main marketing liaison to sales team for international consumer brand with Fortune 100 company.

Authored, designed and edited extensive ad and collateral catalog for Littmann® stethoscope brand. Managed new collateral from creation through approval process in SGS system. Took over role of uploading and managing all brand assets in CELUM® repository system. Administered the creation and distribution of key asset guide for sales team and distributors for extensive back to school campaign.

- Took over management of non-functioning Littmann® App and oversaw two update releases that fixed crash issues as well as serve as point person for transition of App management from outside vendor into internal team. Received 3M® Hero Award for this effort.
- Created new sales team collateral and ordering system within SalesForce to expedite orders and increase vendors receiving orders an average of 2 weeks earlier.
- Instrumental in bringing on and managing new advertising team to update Littmann® brand messaging through expanded social media campaigns and banner ads resulting in record setting social engagement.

**July, 2015 – August, 2017,
Director of Social Media and Marketing Projects
Blakeway Worldwide, Ltd.**

Created and directed implementation of social media campaign and marketing strategies designed to increase organization awareness in e-commerce arena.

Create and manage implementation of large-scale marketing plan designed to grow social media and e-commerce footprint for largest distributor of panoramic photography. Institute effective strategies to develop and engage customer interaction through development of e-mail marketing campaigns. Define social media objectives, audiences and key messaging to support the growth and awareness of organization. Establish key measurement parameters using Google Analytics, evaluate results and provide actionable recommendations for improvement. Design and recommend online ad presence through analysis, usage and daily interaction with Google AdWords.

- Management of social media plan resulted in meeting established ROI and engagement goals 60 days earlier than projected.
- Designed banner ad campaigns on paid platforms resulting in an increased Google metrics quality score of 4 to 8 within 3 months.
- Implementation of extensive e-marketing and ad campaign designed to target customer retention through segmentation and focused coupon offers resulted in record sales for 2015.

April, 2014 – November, 2014

Social Media and Communications Manager

Dan Severson for Minnesota

Served as primary media and communications manager and liaison for GOP-endorsed candidate for state-wide political campaign.

Designed, established and managed media and communications plan for entire campaign, including a combination of social media, media planning and communication services to rapidly grow candidate's public brand identity and social media presence and influence. Identified select key social media platforms for focused, controlled campaign message delivery and saturation. This included the creation and maintenance of Facebook, Twitter, and YouTube content, as well as providing consultation and content on communication strategy, approach and execution. Planned and orchestrated large-scale media buy that included television, radio and web ad campaign. Authored, managed and edited all website content for effective, on-point messaging and maximizing SEO efforts.

- Social media plan resulted in doubling number of Facebook page followers within two months and tripled Twitter followers within three months.
- Communications and e-marketing efforts manifested an increase in campaign website traffic of 47% in one month.
- Created and optimized Google AdWords campaign that resulted in an increased CTR rate of over 50% in 2 months.
- Campaign is considered the only successful state-wide GOP effort of 2014 election cycle, losing the election by only 1.1% margin against incumbent endorsed opponent.

October, 2012 – July, 2015

Marketing Manager Range

Systems Inc., New Hope, MN

Manage all aspects of marketing communications, extensive national and international trade show calendar, social media efforts and e-marketing endeavors for privately held, veteran-owned business providing live fire training facilities and supplies for military, law enforcement and commercial clients world-wide.

Develop E-marketing plan, including bi-monthly newsletter and weekly flyers. Implement social media plan and content for corporation. Responsible for all aspects of marketing analysis specializing in Google Analytics platform. Create, manage and optimize ad campaigns utilizing AdWords, Bing, AdCenter and Twitter PPC platforms. Developed banner ad campaigns on paid platforms resulting in an increased Google metrics quality score of 4 to 8 within 3 months. Work collaboratively with sales team to support and manage all e-commerce and lead generation efforts.

- Implemented strong visible social media presence and increased brand awareness resulting in 3700 Facebook followers in 10 months, over 300 YouTube channel subscribers in 6 months, and 400 LinkedIn connections in 3 months.
- Instituted an aggressive e-marketing regimen which resulted in mailing list subscribers doubling in 6 months' time.
- Successfully streamlined annual trade show budget of 300k and schedule of over 50

booked appearances in half to better reflect past ROI results.

September, 2008 – October, 2012

Marketing Manager

Laabs Construction, South St. Paul, MN

Provided marketing and business development to President of construction company with several national franchise and government contracts.

Served as primary contact for company's PR and marketing efforts. Developed new website and manage website content. Design new collateral and sales materials. Author annual marketing budget and 5-year business plan.

Responded to all RFP requests. Key decision maker in development of advertising plan, including purchase of print and radio media space. Directed strategic lead generation efforts through list purchasing. Targeted e-mail campaigns and social media campaigns.

→Reduced company travel costs by \$18,000 in first 6 months by identifying cost-effective travel agencies and negotiating vendor contracts.

→Created customer database and customer referral program that has resulted in 63% more customer referrals since inception.

→Authored proposals resulting in \$200,000 in contract work, a 40% increase from 2009

January, 2003 - August, 2008

Marketing Manager

Cummings, Keegan & Co., P.L.L.P.

Provide high-level marketing direction for leading local accounting and business management firm with 5 Senior Partners and over 50,000 annual billable hours.

Responsible for all areas of marketing, including development of annual marketing plan and budget. Authored and designed all copy for newsletters and brochures. Made key contacts through media outreach to establish partners as experts for print media articles and programs. Re-designed company website to further branding goals and reach higher search engine rankings, which included new on-line resources. Directed all firm events and seminars.

→Designed industry and service specific proposal template system to enhance RFP response speed resulting in 30% increase in proposal work 3 months after inception.

→ Implemented client retention program that included a client survey and strategic client interviews and quantified results into a comprehensive client profile report and a 32% higher client retention rate than previous year.

Education

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