

Sigfrid Rydquist

www.sigrydquist.com

Senior Marketing Manager

347-268-9691 – srydquist@gmail.com

CONTENT MARKETING | PRODUCT MARKETING | DIGITAL STRATEGY

PROFESSIONAL SUMMARY

Proven marketing manager and editorial content director with over 20 years of media and marketing experience. Highly effective, proactive leader with a track record of deadline-driven, measured success for B2B, B2C, SaaS, AI, and local and national news companies. Passionate about storytelling that builds brands and delivers results. Based in Austin, TX.

KEY SKILLS

✓ Growth planning/strategy	✓ Digital content management	✓ GTM/product launches
✓ Project management	✓ Sales enablement	✓ SEO
✓ Social media	✓ Video production	✓ Writing/copyediting

RELEVANT PROFESSIONAL EXPERIENCE

Product Marketing Manager

Feb. 2024-Present

Austin, TX

Typeset

Lead marketing efforts for a subscription-based AI design platform SaaS technology company. Managed email campaigns for leads and customers, SEO efforts, and creation of marketing materials.

- Crafted compelling messaging and positioning for products and built automated workflows, ensuring a consistent brand voice and information across all marketing assets.
- Developed all enablement materials, including product videos and case studies, leading to improvements in customer acquisition and retention.
- Managed SEO strategy increasing organic site visits and conversions 8X.

Senior Marketing Manager

Feb. 2022-Jan. 2024

Austin, TX

Eagle Eye Networks

Coordinated digital, video, product, demand generation, sales enablement, and social content for a global B2B cloud SaaS company. Managed a team of full-time and agency contracted content creators.

- Successfully launched nine new products and features in two years. Collaborated with the product team and developed a product launch tracker to improve go-to-market efficiency and strategy.
- Content created for three demand gen campaigns produced 2,100 new marketing leads in 2023.
- Grew social media followers by 116% over 18 months.

Assistant News Director

Apr. 2015-Jan. 2022

Austin, TX

CBS Austin

Oversaw daily editorial content, copyediting, and deadlines for a newsroom of 60 employees. Hired and managed a team of 15 direct reports. Aligned messaging for short and long term content.

- Developed editorial calendar for marketing promotional campaigns and event planning.
- Lead a ‘digital first’ initiative setting monthly web traffic records (2.6M, 2.9M, 3.3M pageviews).
- 2016 Rebrand from KEYE-TV to CBS Austin resulted in digital and TV audience growth.

TECHNICAL PROFICIENCIES

✓ Asana	✓ Canva	✓ Microsoft/Google Suite
✓ Hubspot	✓ ChatGPT/Jasper.AI	✓ Monday.com
✓ Video editing tools	✓ WordPress/Framer/Webflow	✓ Notion

ADDITIONAL EXPERIENCE

Digital Content Marketing Contributor Solid Threads <i>Consult for a B2C apparel company. Create blog content, marketing emails, and social media posts. Developed earned media strategies to generate local and regional news coverage. Keyword-driven digital content efforts resulted in 200% increase in organic web traffic from 2022-2023.</i>	Jan. 2018-Present Remote
Managing Editor KXAN News <i>Pitched and assigned content to reporters and digital teams. Wrote digital content on CMS platform. Coordinated logistics for large events.</i>	Feb 2011 - Mar 2015 Austin, TX
Writer, Producer, Content Creator Freelance <i>Wrote and produced content for various B2B & B2C corporate clients, national print, digital, and television outlets. Clients included: ABC News, Dell, University of Texas, Ernst & Young, TCEQ, CBS, NBC, FOX, Oprah/HARPO Productions.</i>	Mar 2005 - Aug 2015 Various
Content Manager, Copyeditor Where Y'at Magazine <i>Assigned and copyedited content for eight person writing staff for the music section of a monthly magazine with a circulation of 60,000.</i>	Mar 2005 - Sept 2005 New Orleans, LA
Researcher, Production Assistant ABC News <i>Researched statistics and topics for global staff of World News Tonight with Peter Jennings. Edited video for nightly broadcast and managed digital video catalogue.</i>	Sep 2000 - Sep 2004 New York, NY

EDUCATION

Columbia University	Digital Marketing Executive Education
Swarthmore College	Bachelor of Arts