

Sigfrid Rydquist

www.sigrydquist.com

Senior Marketing Manager

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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

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|----------------------------|------------------------------|------------------------|
| ✓ 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

Typeset

Austin, TX

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

Eagle Eye Networks

Austin, TX

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

CBS Austin

Austin, TX

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

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

ADDITIONAL EXPERIENCE

Digital Content Marketing Contributor Jan. 2018-Present
Solid Threads Remote
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.

Managing Editor Feb 2011 - Mar 2015
KXAN News Austin, TX
Pitched and assigned content to reporters and digital teams. Wrote digital content on CMS platform. Coordinated logistics for large events.

Writer, Producer, Content Creator Mar 2005 - Aug 2015
Freelance Various
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.

Content Manager, Copyeditor Mar 2005 - Sept 2005
Where Y'at Magazine New Orleans, LA
Assigned and copyedited content for eight person writing staff for the music section of a monthly magazine with a circulation of 60,000.

Researcher, Production Assistant Sep 2000 - Sep 2004
ABC News New York, NY
Researched statistics and topics for global staff of World News Tonight with Peter Jennings. Edited video for nightly broadcast and managed digital video catalogue.

EDUCATION

Columbia University	Digital Marketing Executive Education
Swarthmore College	Bachelor of Arts