

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 | ✓ Influencer Marketing | ✓ GTM/product launches |
| ✓ Digital content management | ✓ Sales enablement | ✓ SEO |
| ✓ Social media | ✓ Video production | ✓ Writing/copyediting |

RELEVANT PROFESSIONAL EXPERIENCE

Marketing Manager Jan. 2025-Present
Suvie Remote
Develop and execute omnichannel, full-funnel campaigns to boost growth, generate new conversions and leads, and increase customer retention for consumer smart appliance and meal delivery service company.

- Built and scaled an influencer marketing program, optimizing performance to grow budget while improving attributable CAC and CPC by 10% each month.
- Manage media spend and partnerships with UGC creators, influencers, and podcasts.
- Overhauled email automations to improve open rates, click rates, and conversions.

Product Marketing Manager Feb. 2024-Nov. 2024
Typeset Austin, TX
Led marketing strategy for an AI-powered SaaS design platform, managing email marketing for lead nurture and customer retention, SEO optimization, and development of core marketing assets.

- Crafted compelling messaging and positioning for products and built automated workflows, ensuring a consistent brand voice and information across all marketing assets.
- Developed product videos and case studies to drive 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.
- Created content for three demand gen campaigns produced 2,100 new marketing leads in 2023.
- Grew social media followers by 116% over 18 months.

TECHNICAL PROFICIENCIES

- | | | |
|-----------------------|--------------------|--------------------------|
| ✓ Hubspot | ✓ Wordpress/Framer | ✓ Google Suite/Microsoft |
| ✓ Asana | ✓ ChatGPT/Gemini | ✓ Monday.com |
| ✓ Video editing tools | ✓ Canva | ✓ Notion |

ADDITIONAL EXPERIENCE

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.
- Led 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.

Content Marketing Strategist 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. Contributed to social media content development and channel strategy. Established relationships with PR agencies, government leaders, local businesses and organizations. 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.

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 catalog.

EDUCATION

Columbia University Digital Marketing Executive Education

Swarthmore College Bachelor of Arts