

# Molly Siskovic

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## Summary

Strategic marketing and communications leader with 7+ years of experience driving cross-functional alignment, go-to-market strategy, and brand positioning across agriculture, sustainability, and technology sectors. Proven ability to translate complex offerings into clear, impactful messaging that supports growth, enhances stakeholder engagement, and delivers measurable business results.

## Work experience

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### Land O'Lakes Inc

June 2025 - Aug 2025

#### Associate Marketing Manager

- Developed and implemented business strategies to align cross-functional teams and organizational leadership, focusing on achieving profitability objectives.
- Analyzed performance metrics to optimize ongoing brand campaigns and achieve strategic objectives
- Collaborated with sales, marketing, product design, technology, and external partners to plan and execute the launch of innovative farmer sustainability programs and service offerings.
- Proactively identified and solved complex issues to ensure consistent brand messaging and customer engagement
- Managed communication strategies in partnership with corporate communications to deliver key messaging for products, services, and strategic business updates.
- Developed and executed comprehensive product marketing strategies to enhance brand visibility and market share
- Collaborated with the sales and finance to manage pricing strategies and provide guidance on customer proposals for new products and services.
- Executed initiatives ensuring alignment across multiple functions to drive business growth and enhance organizational impact.

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### Land O'Lakes Inc

Jan 2024 - June 2025

#### Program Communications Manager

- Facilitated alignment of internal stakeholders to ensure consistent messaging of Truterra product, service, and program offerings across the organization.
- Coordinated cross-functional collaboration with Truterra leadership, operations, sales, technology, and Land O'Lakes enterprise marketing teams to plan and execute program-related communications and updates.
- Directed communication strategies for farmers and ag retailers participating in Truterra sustainability programs, encompassing journey creation, email content development, and technical requirement definition.
- Contributed to the development of sales enablement materials to simplify complex offerings for upstream and downstream customers while supporting messaging alignment.
- Managed brand messaging and campaigns to build and sustain strong brand equity with target audiences.
- Created performance analytics reports for marketing and communication activities; identified opportunities for technical enhancements and strategic improvements based on findings.

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### Land O'Lakes Inc

March 2022 - Jan 2024

#### Digital Enablement Analyst

- Oversaw customer support and design resource coordination to ensure effective service delivery and streamlined processes.
- Acted as Scrum Product Owner, collaborating with IT teams to plan and prioritize sprint workloads, refine user stories, and manage backlog prioritization for product enhancements.
- Directed projects involving onboarding of new customers and website redesign efforts, including the management of external vendors and pricing strategies.
- Partnered with cross-functional teams to enhance the SEO performance and user experience of Winfield United's Kentico CMS platform.
- Created quarterly newsletters to communicate product updates, feature enhancements, and digital marketing best practices to stakeholders.
- Facilitated training sessions and developed supporting materials for web-based tools and email marketing platforms while spearheading the creation of the ATLAS Support website featuring training resources and digital marketing guidelines.

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### Dairy One Cooperative, Ithaca, US

Aug 2019 - March 2022

#### Marketing & Communications Manager

- Managed integrated marketing strategies, ensuring consistent brand messaging across all channels
- Managed the end-to-end process of creating and launching impactful brand campaigns
- Developed and delivered compelling presentations to stakeholders, effectively communicating brand strategies and performance metrics
- Collaborated with sales team, field staff, and subject matter experts to develop relevant educational materials and translate technical information related to dairy herd management practices
- Developed and edited press releases, educational articles, seasonal member newsletters, employee newsletters, and other various marketing materials
- Managed multiple social media profiles and websites; provided performance metrics and analytics to management and board of directors
- Managed marketing and communications intern, assisted with management of administrative team
- Served as Salesforce admin providing user support and training, assisted in Salesforce implementation

Dairy One Cooperative, Ithaca, US

Assistant Marketing & Communications Manager

- Created and edited content for websites, social media, marketing materials, and educational articles
- Managed advertising, social media, and marketing campaigns for multiple business units; created Instagram account and reestablished presence on social channels
- Assisted with the creation and implementation of on-going customer feedback survey; provided survey results, summaries, and key takeaways to management
- Created brand structure and consistency through the development of brand and written style guides

Jan 2018 - Aug 2019

Cargill Animal Nutrition, Northeast

Retail Account Representative

- Serviced 100+ Tractor Supply Company and Runnings Store accounts across New England and eastern NY
- Established and cultivated relationships with district and retail store managers to prioritize product training and placement
- Planned and executed poultry and equine nutrition educational events to drive exposure to Nutrena feed products and brand
- Engaged employees by providing innovative product knowledge training and reference materials

May 2016 - Dec 2017

Education

Murray State University

Master of Science in Agriculture

Master of Science in Agriculture, Emphasis in Agribusiness

2017 - 2019

Cazenovia College

Bachelor of Professional Studies in Management

Bachelor of Professional Studies in Management

2012 - 2016

Software & Program Experience

Salesforce - Marketing Cloud, Sales Cloud	WordPress, Squarespace, Wix
Google Analytics, Looker Studio, Search Console	Kentico CMS
Adobe Creative Suite	Azure DevOps
Mail Chimp, Constant Contact	