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COMPANY MESSAGING FRAMEWORK

The single source of truth.

The messaging architecture I built and drove adoption for at Centime:
one framework used by sales, product marketing, content and the exec team.

Structure shown in full · proprietary copy abstracted for confidentiality.

*Prepared by Molina Rana · Senior Manager, Marketing (Full-Funnel), Centime.
This document shows the real framework structure; confidential language is paraphrased or masked.*

THE ARCHITECTURE

LAYER 1 · POSITIONING SPINE

Category definition — the market we choose to compete in, in one sentence.

For / Who — the mid-market finance leader persona, defined by pains not firmographics.

Unlike — the named alternative (status quo + point solutions), and why it fails.

We deliver — one promise, stated as a business outcome, not a feature.

Reasons to believe — three proof pillars, each mapped to evidence: product, customers, and the bank-partnership moat.

Rule I enforced: nothing ships — ad, page, deck, email — that can't point to its parent line in this spine.

LAYER 2 · MESSAGE PILLARS (x3)

Each pillar owns: a buyer pain (in the buyer's words), the capability that resolves it, the outcome metric it moves, one customer proof point, and approved headline variants for ads, web and email.

Pillar sheets keep three columns: CFO language / Controller language / AP-AR practitioner language — the same truth, three altitudes.

This is what made the framework stick: writers stopped translating strategy themselves. The translation was pre-approved.

Adopted as the company-wide reference: onboarding decks, sales enablement, web refresh and the AEO content engine all inherit from it.

HOW IT GETS USED

DAILY USE

Content briefs cite pillar + line ID.
Sales decks pull approved headlines.
AEO answers inherit pillar phrasing,
so AI engines see one consistent story.
New-hire onboarding starts here.

GOVERNANCE

Owned by marketing, reviewed quarterly.
Changes require evidence: win/loss,
call recordings, or search data.
Version-controlled; every asset traces
to the line it expresses.

Positioning

3 message pillars

Personas x altitude

Proof map

Outcome: one voice from first Google answer to signed contract — the consistency behind organic becoming the #1 inbound channel (28% of sales-accepted leads).