

Sally Mellinger

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Experienced content marketing and web strategy leader with a proven track record of driving significant growth through innovative content strategies and advanced SEO practices. I excel at leading cross-functional teams, optimizing digital marketing efforts, and leveraging data-driven insights to boost engagement, organic traffic, and lead generation. My strategic approach consistently delivers measurable results, including 100%+ increases in key performance metrics across various platforms.

Skills and Experience

- Content Strategy & Creation
- SEO/SEM Strategies
- Multi-Channel Marketing Campaigns
- Website Optimization
- Demand Generation
- Email Marketing
- Social Media and Video
- CRO
- A/B Testing and Experimentation
- PPC
- Data Analysis and Reporting
- Strategic Planning
- Cross-Functional Collaboration
- Executive Communication
- Process Development

Professional Experience

Verve Industrial Protection, Remote
Senior Manager, Content Marketing

2023 - Present

- Developed and executed a growth-led content strategy focused on building topical authority in OT security, resulting in a rapid increase in organic growth metrics. Within three months, this strategy led to a 50% increase in SERP features, a 56% rise in top-5 keyword rankings, and a 2-point Domain Authority boost.
- Drive growth through product-led and content-led SEO strategies, improving organic search visibility and sales qualified leads by 17.9% since December.
- Ideated, launched, and produced a podcast series, OT After Hours, including content planning, branding, and social media promotion strategy and graphics.
- Crafted a comprehensive six-month content strategy, aligning marketing teams with core themes and campaigns across all channels, integrating social media calendars, strategic content refreshes, and consistent messaging.
- Increased LinkedIn engagement rate by 137%, post reactions by 96%, and reposts by 22% over 6 months through strategic content management and optimization and increased YouTube views by 105%, watch time by 58%, and subscribers by 144% YoY.

CrowdStrike, Remote
Director, Web Content Strategy

2021 – 2023

- Managed international web operations across 12 domains, overseeing a team of web producers and content designers handling over 110 monthly web requests and projects.
- Led cross-functional collaboration with web content, design, and engineering teams to execute content strategies with SEO best practices for global audiences.
- Developed and executed data-driven SEO strategies using SEMrush and Google Analytics, resulting in a 50% increase in organic traffic and a 20% uplift in demo requests from organic search.
- Used web analytics to identify low-performing pages and devised new content strategies to significantly improve user engagement and interaction.
- Conceptualized and proposed a transformation of the adversary universe into a lead-generating digital platform featuring gated, personalized adversary reports and exclusive content experiences for members.

Talkdesk, Remote
Senior Manager, Web Content Strategy

2020 – 2021

- Led a team of three writers to develop a content-led SEO strategy, increasing organic traffic and building a qualified lead audience. Focused on keyword optimization, on-page enhancements, and content repurposing for maximum search visibility.
- Collaborated with executive leadership to define content program KPIs aligned with key business goals, ensuring strategic focus and measurable outcomes.
- Delivered insights on content creation, landing page design, and CRO strategies to improve conversion rates and user experience.
- Collaborated with the global marketing team, ensuring content initiatives aligned with SEO best practices, the customer journey, and key conversion goals.

Tinuiti, Remote
Manager, Content Operations

2018 – 2020

- Revamped blog SEO strategy using data analytics and best practices, resulting in a 59% increase in organic traffic within six months.
- Directed the creation and promotion of high-value content, such as consumer reports and guides, achieving over 5,000 downloads per year.
- Spearheaded content development and promotion initiatives, driving lead generation focusing on innovative formats like interactive web experiences, videos, and calculators.
- Contributed to go-to-market strategy development for Tinuiti's mobile marketing and programmatic offering, ensuring a successful launch aligned with business goals.

Sharpen, Indianapolis, IN
Manager, Content Marketing

2016 – 2018

- Managed the overall content strategy and editorial direction, utilizing competitor and keyword research to inform strategic content decisions.
- Enhanced digital marketing efforts through integrated SEO tactics and detailed analytics reporting, resulting in a 17% increase in organic traffic and a 7% increase in lead conversion.

Education

Bachelor of Arts
Areas of Study: Spanish and Communications
Ball State University, Muncie, IN

Professional Training

Web Development Immersive Learning Program, Eleven Fifty Academy, 2020
Growth Marketing Certificate, Reforge.com, 2023

Technical Skills

Content Management Systems: WordPress
SEO Tools: SEMRush, Google Search Console, Ahrefs, Moz
Project Management Tools: Asana, Wrike, Workfront
Email Marketing Platforms: Salesforce, Hubspot
Web Analytics and User Behavior Analysis: CrazyEgg, HotJar, Google Analytics

Data Analysis and Reporting Tools: Looker Studio, Tableau
Design and Content Creation Software: Canva, Figma
Collaboration and Communication Tools: Slack, Microsoft Teams
CRM Software: Salesforce, HubSpot CRM, Marketo
Advertising Platforms: Google Ads, Facebook Ads Manager