

Sally Mellinger

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Forward-thinking Senior Digital Marketing leader with over 15 years of experience specializing in strategic content marketing, SEO optimization, and digital strategy within the software, B2B, and technology sectors. Demonstrated expertise in leading global marketing initiatives, driving content innovation, and executing strategies that enhance brand visibility, customer engagement, and organic growth. Recognized for exceptional leadership in managing cross-functional teams, developing talent, and fostering collaborative environments. Adept at leveraging analytics for strategic insights and influencing business strategies to achieve market leadership.

Core Competencies

- Strategic Marketing Leadership
- Global Team Management & Talent Development
- Content Strategy & SEO Optimization
- Data-Driven Decision Making & Analytics
- Cross-Organizational Strategy Development
- Stakeholder Engagement & Executive Communication

Professional Experience

Verve Industrial Protection, Remote
Senior Manager, Content Marketing

2023 - Present

- Developed a global content marketing strategy that increased demo requests by 60% and organic search traffic by 20%, establishing Verve as a thought leader in OT cybersecurity.
- Pioneered a data-driven content optimization process, resulting in a 50% increase in content engagement and downloads.

CrowdStrike, Remote
Director, Web Content Strategy

2021 – 2023

- Led a global web content strategy overhaul, driving a 50% increase in organic traffic and a 20% uplift in conversion rates through targeted SEO and content enhancements.
- Implemented scalable content production processes, increasing efficiency by 150% and supporting successful product launches and go-to-market strategies.

Talkdesk, Remote
Senior Manager, Web Content Strategy

2020 – 2021

- Led a multinational team in a comprehensive SEO and content alignment initiative, improving organic visibility by 10% and spearheading lead generation efforts through innovative content diversification.

Tinuiti, Remote
Manager, Content Operations

2018 – 2020

- Led the content team in producing high-impact content, achieving a 59% increase in organic traffic by aligning content strategy with evolving market trends and consumer insights.

- Implemented SEO-driven content strategies focusing on growth and conversion, significantly enhancing audience engagement and content performance metrics.

Leadership Highlights

- **Strategic Visionary:** Developed and executed multi-year content and SEO roadmaps, aligning with overarching business goals to drive significant customer acquisition and website visibility improvements.
- **Global Team Leadership:** Built and inspired high-performing teams of in-house experts and external agencies, fostering a culture of innovation, excellence, and continuous improvement in content ideation and production.
- **Innovative Problem Solver:** Proactively adapted strategies to stay ahead of industry trends and search engine algorithm shifts, ensuring sustained competitive advantage and market leadership.

Education

Bachelor of Arts in Communication & Spanish
Ball State University, Muncie, IN

Professional Training

Web Development Immersive Learning Program, Eleven Fifty Academy, 2020

Licenses & Certifications

Growth Marketing Certificate, Reforge.com, 2023
Google Analytics & AdWords, Google

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