

MELISSA WARREN

CONTACT

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EDUCATION

UNIVERSITY OF NORTH CAROLINA AT WILMINGTON

Bachelor of Arts in English

UNIVERSITY OF NORTH CAROLINA AT WILMINGTON

Master of Arts in Liberal Studies

SKILLS

- Content strategy
- Content management
- Website content creation
- Copywriting and copy editing
- Digital marketing
- Ai prompt engineering
- Technical writing
- Search engine optimization (SEO)
- Collaboration
- Ghostwriting
- Cybersecurity

COMMUNITY

SUNSET VISION, BOARD MEMBER

Fund and maintain amenities and activities that promote nature, education, enjoyment, accessibility, and volunteerism in Sunset Beach. Manage marketing and media relations. Chair annual art exhibit and sale fundraiser.

BRUNSWICK COUNTY LITERACY COUNCIL

Work with adults who have low literacy skills to help improve their economic and social opportunities.

WORK EXPERIENCE

CONTENT STRATEGIST

Contract (2010-Present)

Working independently and for exceptional full-service digital marketing agencies, I successfully manage content strategies for B2B, B2C, and B2G clients in diverse industries including technology, cybersecurity, manufacturing, construction, finance, beauty, non-profit, retail, communications, and health and wellness, driving organic traffic growth and engagement. Create, edit, and optimize content for websites, blogs, social media, email, case studies, etc. Collaborate with cross-functional teams to align content with brand goals and KPIs. Consistently deliver high-quality, audience-focused content within tight deadlines, enhancing brand visibility and authority in competitive markets.

PRODUCT/BRAND MANAGER

Louisiana Pacific, Corp. Nashville, TN (2007-2010)

Managed marketing promotions budget of \$3 million. Developed and executed new product sales and marketing strategies. Provided direction and led execution for new product development and services from ideation to launch. Managed relationships with all agencies, vendors, and suppliers. Created marketing collateral including programs, brochures, technical documentation, web content, etc.

- *Successfully managed launch of \$151MM new product line.*
- *Selected for the LP Building Leaders Development program.*

ASSISTANT BRAND MANAGER

Louisiana Pacific, Corp. Nashville, TN (2005-2007)

Assisted in the development of the promotions budget. Implemented research studies, market analysis, and strategies. Developed annual marketing plan.

- *Led corporate branding and execution of game-day TV/radio segments in conjunction with the NFL's Tennessee Titans Stadium naming rights sponsorship.*

TECHNICAL WRITER

Louisiana Pacific, Corp. Wilmington, NC (1997-2005)

Created and coordinated all technical and marketing collateral with the engineering team and Brand manager. Designed and managed continuing education programs offering learning credits to American Institute of Architects. Wrote technical software documentation for drafting, layout and framing applications. Developed and maintained product knowledge training materials for customers and new hires.