

Melissa Warren

Sr. Content Marketing Manager

melissa@warren-writes.com

Mobile: 910-520-2917

warren-writes.com

Sunset Beach, NC 28468



PROFESSIONAL SUMMARY

Senior Content Strategist with 20 years of experience delivering high-impact campaigns to over 200 B2B, B2C, and B2G accounts, aligning messaging with business and organizational goals. Directed multi-channel content strategies resulting in double-digit growth in engagement, improved lead quality, and stronger brand consistency across platforms. Seasoned journalist with more than 500 articles published in eight national and regional outlets, including *U.S. News & World Report*.

PROFESSIONAL EXPERIENCE

Sr. Content Marketing Manager 2018 - present Independent Contract Writer

- Owned brand storytelling strategy and execution, driving 3,000 new visitors, 297 calls, and 100+ form leads.
- Directed social media campaign to drive webinar registrations, averaging 165 registrations, 888 page visits per event.
- Led a multi-channel content campaign that unlocked new audiences and boosted sales 200% in two months.
- Authored expert-level Amazon Best Seller series for 20 national IT specialists, supporting client growth.
- Spearheaded targeted email initiative, achieving 37% initial and 91% follow-up click rates.
- Implemented targeted technical content project, generating 31K new visitors, 575 RFQs, and 50% revenue growth.
- Oversaw consistent brand voice, tone, and style across all content and marketing channels.

Content Marketing Strategist 2010 - 2018 Independent Contract Writer

- Exceeded client performance benchmarks across multi-channel content campaigns.
- Delivered an average 30% organic traffic growth across 75 client sites through scalable SEO content.
- Boosted email open rates to 21% through A/B subject-line testing and value-driven content.
- Drove a 25% increase in website traffic through educational blog content that supported increased class enrollment.
- Authored 50+ educational, SEO optimized blog posts, driving an increase in niche loan borrower engagement.

Product & Brand Marketing Manager 2005 - 2010 LP Building Products, Nashville, TN

- Owned and optimized \$3M marketing budget supporting product launches and channel promotions.
- Defined brand and product messaging and positioning supporting a \$151M product line launch.
- Defined and executed end-to-end content strategy in collaboration with engineering and sales.
- Developed core launch content that drove 25% distributor adoption in the first year.

Technical Writer 1997-2005 LP Building Products, Wilmington, NC

- Revamped technical documentation for proprietary drafting applications, improving user efficiency by 20%.
- Authored accredited education content, driving adoption among 240 architects annually.
- Created Train-the-Trainer content for sales and channel partners, reducing support requests by 20%.

EDUCATION

University of North Carolina at Wilmington

Bachelor of Arts in English

University of North Carolina at Wilmington

Master of Arts in Liberal Studies

KEY SKILLS

Content Marketing: Content Strategy, Website Content Creation, Copywriting, Copy Editing, Video Script Writing, Case Studies, Ebooks, Whitepapers, AI Prompt Engineering.

Digital Marketing: Social Media Marketing, Email Marketing, Digital Advertising, Marketing Automation, Brand Management, Product Marketing, Product Positioning.

SEO/SEM: Search Engine Optimization (SEO), Keyword Research, Google Analytics, Ahrefs, Content Optimization, A/B Testing

Content Management Systems: HubSpot, proprietary dashboards