

## **Melissa Brodsky**

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### **Summary**

Results driven content marketing consultant with over 12+ years in organic content. Worked within Annuities, SaaS, CyberSecurity, EdTech, Health and Wellness, eCommerce, Beauty, B2B, B2C. Considered an excellent communicator and trusted voice among colleagues. Produces a high volume of work while consistently maintaining high standards for quality and accuracy. Takes initiative to go beyond the expected parameters of the job. Strong interpersonal skills coupled with excellent motivational skills. Easily adapts to fluid environments and situations. Ability to juggle multiple projects and tight deadlines. Dedicated to corporate goals and objectives combined with tireless striving for personal and team accountability.

### **Certifications**

- Certified Content Marketer, HubSpot Academy
- Coursera: Viral Marketing and How To Craft Contagious Content - VKTLFWKTKJZ
- Google: The Fundamentals of Digital Marketing - D6K HQR RKK

### **Skills/Tools**

- Content Creation—copywriting and editing
- Content Strategy
- Content Management
- Social Media Content
- Social Media Strategy
- Copywriting and Copyediting
- Influencer Outreach
- Lead gen/Conversion copy
- Video scripts
- SEO: Google Analytics, Search Console, SEMRush, Moz, Ahrefs, BuzzSumo
- Project Management: Trello, Airtable, Asana, JIRA, Google Drive, Monday, Teams, Gather Content, Slack, Notion
- CMS: Wordpress, Hubspot, Contentful
- Social Media Scheduling Apps: Hootsuite, SproutSocial, Agorapulse, Tweetdeck, CoSchedule, Hubspot
- Creative Tools: Canva, Picmonkey, Figma, FigJam
- AI: Bard, ChatGPT, Midjourney

### **Professional Experience**

## **Group 1001-Delaware Life/Gainbridge/Clearspring**

**January 2023 - Present**

### **Associate Director of Digital Copywriting**

- Web copy for Gainbridge.io and all properties (B2B and D2C platforms)
- Developed user personas for multiple user profiles
- Communication emails-internal and external
- Marketing flyers and materials such as mailers, car wraps and expo booths
- Complete content overhaul on DelawareLife.com
- Copyediting creative and technical content
- Social media strategy and copy for Delaware Life
- President of company video scripts
- Content calendar and content execution for Delaware life planning and education/blog
- Collaborated with Legal and compliance team to keep copy within federal regulation guidelines
- Partnered with multiple teams and stakeholders to ideate and align on company goals

## **Courier**

**June 2022 - October 2022**

### **SEO Content Strategist/hybrid role of strategy and copyediting**

- Conducted keyword research and worked with SEO expert to create strategy for organic content
- Created copy for sales one-pagers
- Wrote a widely trafficked blog post:  
(<https://www.courier.com/blog/notification-interruptions-slack/> )
- Copyedited technical and non-technical articles
- Helped guide social media
- Collaborated on newsletter content
- Performed content audit
- Managed multiple projects with rapid turn around
- Worked closely across sales, DevRel, and Growth teams
- Creating email content for email campaigns

## **HackEDU**

**January 2022 - March 2022**

### **Content Marketing Strategist**

- Developed brand editorial guidelines
- Finalized brand messaging guidelines
- Collaborated to create product nomenclature

- Researched and identified website categories and tag structure
- Site content audit and edit
- Create compelling, engaging B2B content across digital channels ranging from blog posts, social media, landing pages, technical guides, case studies, and more
- Emails: sales, drip, and nurture
- Managed multiple projects with short deadlines

## **MRM Detroit**

**October 2021 - December 2021**

### **Strategy-Content Strategist (Consultant)**

- Conducted content audits across major global brand websites
- Developed structure for site architecture using Gather Content

## **Mort Crimm Communications (MCCI)**

**November 2021 - January 2022**

### **Social media (Consultant)**

- Wrote social media posts for two B2B tech/auto brands
- Scheduled posts in Sprout Social

## **Hudson Collective**

**October 2021 - December 2021**

### **Copywriter/Strategist/Project manager (Consultant)**

- Ideated and wrote brand stories for Michigan Department of Education and Michigan Education Association
- Helped conceptualize press releases to be distributed across multiple channels

## **Developrise/Adapt Studios**

**December 2019 - January 2021**

### **Senior Content Analyst - Copywriter**

- Developed brand voice and tone for web copy
- Partnered with stakeholders to create podcast campaign and scripts
- Created UX/UI and content for 6 brand websites including CRM, pharma, agency, eCommerce, real estate, and construction niches
- Partnered with art director to develop and execute print, direct mail, digital, and in-store collateral, brochures, postcards, emails, one-sheets, flyers
- Established organic content strategy across in-house and client web properties
- Wrote SEO-rich content for all web properties
- Developed and implemented email campaign strategy for eCommerce property
- Created social media strategy for a brand that wasn't able to utilize paid media
- Conceptualized and created campaigns for video ads for CRM and construction niches
- Developed e-Commerce brand (subscription-based model) from conception through execution

## **Tespo**

**May 2019 - October 2019**

**Senior Content and SEO Analyst—Copy & Strategy (Consultant)**

- Planned and executed SEO-rich content in the health and wellness industry
- Developed and initiated blogger/influencer campaign
- Planned and executed multiple platform social media strategy
- Migrated blog post articles from HubSpot to WordPress
- Instituted new workflow between creatives using Trello
- Leveraged connections for a successful influencer campaign
- Updated SEO across old and new articles to increase organic traffic by 1000 UV weekly
- Created social content calendar, improving team communication and collaboration
- Achieved consistent organic growth on social platforms

**Career Now Brands**

**April 2016 - May 2019**

**Senior Content Writer/Marketer**

- Planned and executed content calendar for multiple educational, trade school, and trucking niches.
- Wrote insightful and compelling content for publications, digital marketing, social media
- Conducted subject matter expert interviews to create thought provoking content
- Improved SEO content by researching keywords and linking across sites
- Planned infographics and collaborated with creatives to execute.
- Complete rewrite of articles to hit page one and snippets for Google.
- Co-managed and mentored six-person content team.
- Wrote more than 400 high-ranking articles across more than a dozen websites increasing web traffic 500%.
- Link building resulted in various link placement across relevant, high ranking sites
- Used various SEO techniques to land all major articles on page one
- Created content calendars for multiple websites and social media
- Delivered SEO-rich, evergreen content with consistent increases in search engine rankings
- Led design of infographics, animated images, and other forms of imagery
- Identified the need for and implemented new employee onboarding process and training
- Performed content audits
- Identified low-performing articles to rewrite for optimal performance
- Created workflow to keep the team on track and accountable
- Built both parent and child pages on major company website using WordPress as well as homegrown CMS built in-house
- Created team editorial guidelines and training documentation

**Organic**

**October 2013 - December 2013**

**Social Content Creator (Consultant)**

- Wrote social content for Facebook and Twitter for nationally recognized brand names.
- Provided detailed insights through monthly and quarterly analytics reporting to measure the success of current efforts and inform future strategies.
- Other responsibilities included competitive research leading to recommendations for further refinement of brand voice and post-optimization.
- Established workflow process for content creation, approval, and publication
- Consistently delivered well-written content ahead of schedule
- Fresh, innovative content ideas

**Smart Savvy Social**  
**Co-Founder**

**September 2011 - October 2013**

**Client Sample:** Nino Salvaggio, Motor City Denim, Blingerz, Maria's Bridal Couture, and It's My Michigan.

- Managed all aspects of agency and client management including complete social strategy packages and client training.
- Client deliverables included competitive research, benchmark reporting, brand voice development, and execution of strategic and effective social campaigns.
- Nino Salvaggio: Increased Facebook engagement by 600% over a six-month period; increased website traffic by an average of 1,000 unique visitors through social media referrals
- Blingerz: Established Facebook presence, attracting 1,800 new fans in a three-month time period, maintaining an engagement rate of 25% over three months; increased website traffic through social media referrals by an average of 1,000 unique visitors monthly
- Motor City Denim: Tripled Facebook fans and engagement in a 45-day time frame; increased Twitter following organically by 30%
- BanShe Party: Conceptualized and executed an influencer in-person party, attracting over 600 guests with brand sponsorship opportunities
- Mentored and trained freelancers

**Education**

- Eastern Michigan University, Early Elementary Education
- Oakland Community College

