



Malissia McClain

I'm a high-energy content strategist and AI red-teamer with a love for language, a sharp eye for detail, and a knack for asking the exact right question to break things (on purpose). With over 8 years of experience writing, editing, and leading creative teams—and now tackling the wild world of AI safety and prompt engineering—I bring both creative flair and analytical firepower to every project. Whether it's crafting conversion-focused copy, stress-testing language models, or geeking out over a grammar quirk, I'm all in. I believe great content and smarter AI both start with one thing: knowing how people *really* think, speak, and connect.



Personal Information

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Work Experience

AI Red-Teamer Scale AI

06/2024 – present ST. LOUIS

- Design and execute adversarial attacks against LLMs, including evasion, model inversion, and prompt injection, to identify critical vulnerabilities in safety and alignment.
- Evaluate model robustness by introducing edge-case prompts, ambiguous phrasing, and corrupted inputs, measuring performance across fairness, accuracy, and coherence.
- Collaborate cross-functionally with ML engineers, linguists, and safety researchers to improve prompt engineering taxonomies and model interpretability tools.
- Conduct bias and fairness testing to uncover discriminatory outputs and contribute to mitigation strategies for high-impact deployment scenarios.
- Develop internal documentation and clear, actionable reports for technical and non-technical stakeholders, translating complex failure modes into practical solutions.

Content Strategist Graduate Management Admission Council

01/2023 – 01/2024 REMOTE

- Developed and implemented a comprehensive content strategy aligned with GMAC's mission to promote global business education.
- Led a team of 8 content creators to produce 30 high-quality blog posts, 15 articles, and 35 social media posts per month, targeting MBA applicants and business professionals.
- Successfully collaborated with marketing and admissions teams to develop targeted content that increased lead generation by 18% and improved applicant conversion rates by 9%.
- Conducted keyword research and SEO optimization to improve website visibility, resulting in a 35% increase in organic traffic and a #1 ranking for key target keywords such as "MBA admissions," "business school," "graduate management," "test preparation," and "GMAT exam."
- Analyzed website analytics to track content performance and make data-driven recommendations for improvements, leading to a 14% increase in time spent on site and a 15% decrease in bounce rate.

Lead Copywriter PureRed Integrated Marketing

04/2021 – 12/2023 REMOTE

- Developed and executed effective copywriting strategies for Kroger advertising



Work Experience

- campaigns, resulting in a 19% increase in sales and an 11% improvement in brand awareness.
- Led a team of 5 copywriters, providing guidance, mentorship, and ensuring consistency in quality and brand standards.
 - Collaborated with designers and marketing teams to create engaging and impactful content that resonated with target audiences.
 - Oversaw the creation and production of 196 marketing materials, including print ads, digital banners, and social media content.
 - Demonstrated strong copywriting skills, including the ability to write persuasive and compelling copy that met brand guidelines and drove desired outcomes.
 - Successfully integrated SEO best practices into content creation, resulting in improved search engine rankings and increased organic traffic.

Editor
St. Louis Riverfront Times

08/2016 – 04/2021 ST. LOUIS, UNITED STATES

- Edited and proofread a diverse range of articles, ensuring accuracy, clarity, and consistency with the publication’s style guide.
- Collaborated with writers and reporters to refine content, enhance storytelling, and meet tight deadlines.
- Managed editorial workflow, including assigning articles, tracking progress, and providing constructive feedback.
- Demonstrated strong attention to detail, language proficiency, and in-depth knowledge of journalistic standards.

Technical Content Editor (Promoted from Digital Marketing Intern)
Interco Recycling Plant

06/2012 – 08/2016 REMOTE

- Created and edited 96 technical documents, including user manuals for the baler, shredder, and sorting machine; onboarding and safety training materials; and knowledge base articles on topics such as “Metal Recycling Processes,” “Safety Protocols,” and “Equipment Maintenance.”
- Contributed to the development of a new employee onboarding manual, improving employee satisfaction by 12% and reducing time-to-productivity by 23%.
- Utilized strong technical writing skills to translate complex concepts into clear, concise, and accessible documentation for a variety of audiences.



Skills

Strategic content creation	SEO optimization:	Content marketing
Content management	Copywriting	Technical writing
Problem-solving	Adaptability	Creativity
Attention to detail	Time management	Leadership
Content Management Systems (CMS)	Writing and Editing Tools	SEO Tools
Social Media Management Tools	Project Management Tools	Collaboration Tools
Presentation Software	Data Visualization Tools	



Strengths

- Analytical Thinking
- Collaboration
- Communication
- Problem-Solving
- Initiative



Hobbies



Exploring distant lands



Getting lost in a good book



AI Jailbreaking



Volunteering

Grant Writer and Volunteer Coordinator
Northside Youth and Senior Services

01/2023 – present ST. LOUIS, UNITED STATES

- Secured \$53,800 in grants to support the Senior Assistance Program, serving over 103 elderly residents in St. Louis.
- Improved living conditions for 77% of program participants by addressing home repairs, yard work, and other critical needs.
- Coordinated training sessions for over 300 volunteers, resulting in a 72% satisfaction rate.
- Implemented new equipment and training programs to enhance volunteer efficiency and satisfaction.
- Developed strong grant writing skills and became proficient in GrantStation, a leading online grant search and management platform.
- Overcame limited funding opportunities through strategic research and tailored, targeted grant proposals.
- Motivated and inspired volunteers by sharing personal stories and highlighting their real-world impact on the community.



Education

Master of Arts in English
Southern Illinois University Edwardsville

Creative Writing Workshop,
Introduction to Journalism
Public Relations, Public Relations,
Digital Marketing, English
Composition, Literary Theory Origins of the English Language