

# Malissia McClain

Writer & Editor

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## OBJECTIVE

Versatile content professional with over 8 years of experience creating a wide range of content, including user manuals, blog posts, whitepapers, and user flows. Proven track record of delivering high-quality content that meets diverse needs and drives desired outcomes in industries such as technology, education, and grocery—skilled in translating complex technical concepts into easily understandable language, crafting persuasive copy, and ensuring accuracy and consistency in content. Adept at collaborating with subject matter experts and cross-functional teams to deliver exceptional content that meets brand guidelines and exceeds expectations. Passionate about using content to inform, engage, and inspire audiences.

## PROFESSIONAL EXPERIENCE

### Content Strategist

Graduate Management Admission Council

January 2023 - January 2024

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

April 2021 - December 2023 (3 years)

Developed and executed effective copywriting strategies for Kroger advertising 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 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.

## SKILLS

Marketing Writing Editing

SEO Grant Copy

Content Leadership

Teamwork Analysis

## EDUCATION

### Master of Arts in English

Southern Illinois University  
Edwardsville

### Relevant coursework:

Creative Writing Workshop,  
Introduction to Journalism  
Public Relations, Public Relations,  
Digital Marketing, English  
Composition, Literary Theory

## International

### Swansea University

Swansea, Wales

### Origins of the English Language

Delved into the origins of the English language during a study abroad program in Wales, enhancing my ability to craft effective and culturally sensitive content.

## LANGUAGES

English (Fluent)

German (Conversational)

## PROFESSIONAL EXPERIENCE

### Editor

St. Louis Riverfront Times

August 2016 - April 2021 (3 years, 8 months)

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 deadlines.

Managed editorial workflow, including assigning articles, tracking progress, and providing constructive feedback.

Demonstrated strong attention to detail, language proficiency, and knowledge of journalistic standards.

### Technical Content Editor (promoted from Digital Marketing Intern)

Interco Recycling Plant

June 2012 - August 2016 (4 years, 3 months)

Created and edited 96 technical documents, including user manuals for the Interco Recycling Plant baler, shredder, and sorting machine; training materials for new employee onboarding and safety procedures, and knowledge base articles on "Metal Recycling Processes," "Safety Protocols," and "Equipment Maintenance."

Contributed to the development of a new employee onboarding manual for the Interco Recycling Plant, which improved employee satisfaction by 12% and reduced time-to-productivity by 23%

Utilized strong technical writing skills to translate complex technical concepts into clear, concise, and easily understandable language for a variety of audiences.

## Volunteer Experience

### Grant Writer and Volunteer Coordinator

Northside Youth and Senior Services

**Keywords:** grant writing, volunteer coordination, non-profit, community service, elderly care, social services

- **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 proficiency in **GrantStation**, a leading online grant search and management platform.
- **Overcame the challenge of limited funding opportunities** by conducting thorough research and tailoring grant proposals to meet specific needs.
- **Motivated and inspired volunteers** by sharing personal experiences and emphasizing the positive impact they could have on the community.

## SKILLS

- ★ **Strategic content creation:** Developing and implementing effective content strategies aligned with business objectives.
- ★ **SEO optimization:** Conducting keyword research, optimizing content for search engines, and tracking performance metrics.
- ★ **Content marketing:** Creating and distributing valuable content to attract and engage target audiences.
- ★ **Content management:** Proficient in using content management systems (CMS) to create, edit, and publish content.
- ★ **Copywriting:** Crafting compelling and persuasive copy that meets brand guidelines and drives desired outcomes.
- ★ **Technical writing:** Developing clear and concise technical documentation, including user manuals, training materials, and knowledge base articles.
- ★ **Problem-solving:** Identifying and resolving challenges related to content creation, distribution, and performance.
- ★ **Adaptability:** Thriving in fast-paced environments and adapting to changing priorities.
- ★ **Creativity:** Generating innovative and engaging content ideas that resonate with target audiences.
- ★ **Attention to detail:** Ensuring accuracy and consistency in all aspects of content creation.
- ★ **Time management:** Effectively managing multiple projects and deadlines.
- ★ **Leadership:** Inspiring and motivating team members to achieve their best.
- ★ **Content Management Systems (CMS):** WordPress, HubSpot
- ★ **Design Software:** Canva, Adobe Spark, Piktochart, Figma
- ★ **Writing and Editing Tools:** Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides)
- ★ **SEO Tools:** Google Analytics, Google Search Console, SEMrush, Ahrefs, Moz
- ★ **Social Media Management Tools:** Hootsuite, Buffer, Sprout Social, Later
- ★ **Project Management Tools:** Trello, Asana, Jira, Monday.com, Basecamp
- ★ **Collaboration Tools:** Slack, Zoom, Microsoft Teams
- ★ **Presentation Software:** Microsoft PowerPoint, Google Slides, Keynote
- ★ **Data Visualization Tools:** Tableau, Power BI, Excel