

# Melissa Brodsky

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Versatile marketing professional with expertise in brand storytelling, digital strategy, and audience engagement. Skilled at creating content ecosystems across web, social, email, and print, with a strong emphasis on SEO, UX-first design, and conversion-focused messaging. Proficient in leveraging AI tools and prompt engineering to streamline workflows, enhance creative output, and optimize content for multiple audiences. Adept at managing integrated campaigns, shaping editorial voice, and transforming insights into compelling narratives that drive awareness, loyalty, and measurable results. Experienced collaborator across creative, stakeholder, and leadership teams.

## Skills

**Content Strategy & Creation:** Brand Voice Development | Copywriting | Copy Editing | Content Audits | UX Writing

**SEO & Analytics:** Keyword Research | On-Page Optimization | Google Analytics | SEMrush | Moz | Content Performance Optimization

**AI & Emerging Tech:** AI Tools & Prompt Engineering | ChatGPT | Generative AI for Content | Workflow Automation

**Digital Marketing:** Social Media Strategy | Email Campaigns | Influencer Marketing | Content Distribution | Integrated Campaign Strategy

**Project Management:** Asana | Trello | JIRA | Hubspot | Slack | Notion | Wrike

**Design Tools:** Canva | PicMonkey | Figma

**Specialties:** Brand Storytelling | Tourism & Destination Marketing | Audience Engagement Strategy

## Experience

**Editorial Content Strategist | Visit Galveston**

Visit Galveston | October 2024 – September 2025

- Craft compelling, SEO-optimized content across digital platforms, including blogs, landing pages, newsletters, and social media, to promote Galveston Island as a premier travel destination.
- Develop and maintain the brand's editorial voice, ensuring consistency across all marketing touchpoints while capturing the island's unique coastal charm and historical depth.

- Collaborate with the marketing team on high-impact campaigns, event promotions, and seasonal storytelling that drive engagement and tourism.
- Spearhead the integration of AI tools into the content creation workflow, including training sessions for internal teams on prompt engineering and generative AI for social, web, and email copy.
- Create branded AI prompt templates and lead content strategy for new initiatives such as the Galveston History & Heritage Trail, enhancing audience connection through immersive narratives.
- Partner with stakeholders and local businesses to amplify their presence through engaging, informative directory content and promotional features.

January 2023 - March 2024

**Group 1001, Zionsville IN** – *Associate Director, Digital Copywriting*

- Lead copywriting and content strategy for Gainbridge.io, DelawareLife.com and multi-billion dollar annuities brand.
- Spearheaded complete website overhaul for DelawareLife.com, optimizing content for improved UX and SEO.
- Develop user personas, marketing assets, video scripts, social media content, and email campaigns aligned with brand guidelines.
- Collaborate with compliance, legal and cross-functional teams to align content with business objectives.

June 2022- October 2022

**Courier, San Francisco** – *Content Strategist*

- Devised content strategy through keyword research and SEO analysis to drive organic traffic growth.
- Created high-ranking blog posts, including "Notification Interruptions in Slack"
- Conducted content audits, optimized existing assets for search, and produced sales enablement content.
- Worked closely with DevRel, Growth Marketing and Sales teams on content ideation and execution.

January 2022 - March 2022

**HackEDU, Philadelphia, PA** – *Senior Content Strategist*

- Established brand editorial guidelines, messaging framework and product nomenclature for EdTech startup.
- Developed B2B content strategy encompassing website content, email campaigns and technical guides.
- Restructured website architecture and navigation through comprehensive content audit and analysis.

December 2019 - January 2021

**Developrise, Farmington Hills, Michigan** – *Senior Copywriter*

- Crafted brand voices and web copy for 6 client websites across CRM, pharma, agency, eCommerce, real estate, and construction industries.
- Conceptualized and executed integrated marketing campaigns encompassing podcast scripts, video ads, print collateral, emails, and sales assets.
- Devised organic content strategies and produced SEO-optimized website content, increasing targeted keyword rankings.
- Spearheaded development of eCommerce brand from concept to launch, including content planning, UX writing, and email marketing initiatives.
- Collaborated with designers, stakeholders, and cross-functional teams throughout the content lifecycle.
- Established workflow processes to streamline content creation, review, and publication across client projects.
- Launched successful subscription-based eCommerce brand through strategic content planning and asset creation.
- Overhauled multiple client websites with user-centric content and enhanced messaging to improve engagement.
- Conceptualized innovative video ad campaigns for CRM and construction sector clients to expand brand awareness.

April 2016 - May 2019

### **Career Now Brands, Royal Oak, Michigan- *Senior Content Marketer***

- Planned and executed content strategies across educational, trade school, and trucking niches; wrote 400+ SEO articles.
- Attained page 1 Google rankings and featured snippet positions through on-page optimization and link building tactics.
- Conducted SME interviews, created infographics, managed a 6-person content team, and onboarded new hires.
- Spearheaded content audits, rewriting low-performing assets to increase site traffic by 500%.
- Established workflow processes, content calendars, and editorial guidelines to drive accountability.

## **Additional experience**

Additional Experience: Content roles with MRM Detroit, Hudson Collective, Tespo, Smart Savvy Social.

## **Certifications**

Certified Content Marketer - HubSpot Academy

Viral Marketing - Coursera

Digital Marketing Fundamentals - Google

