



Melissa Clement

Writer | Editorial Manager | Content Strategist

An experienced writer and content strategist with a passion for storytelling and a track record of leading teams through end-to-end content development, brand storytelling, and cross-channel strategy, building content programs that connect with real audiences, from the copy itself to the strategy behind it.

Core Competencies

- Editorial Calendar Ownership & Management
- Thought Leadership
- Content Strategy
- Short-Form & Long-Form Content
- Brand Voice & Tone Consistency
- High-Volume Content Production
- Team Leadership
- Multi-Channel Content Adaptation
- E-Commerce Content & Conversion Copy
- SEO & Organic Growth
- A/B Testing & Performance Reporting
- SME & Executive Collaboration
- Data-Driven Content Decisions
- AI-Assisted Workflows & Prompt Engineering

Experience

Content Editorial Manager

Thomson Reuters | May 2023 - Present

- Own the full editorial calendar and content strategy across 4 go-to-market segments, evaluating asset performance, identifying format and topic gaps, coordinating with cross-functional teams, and feeding findings directly into quarterly strategy.
- Evolved a blog-led program into a multi-format ecosystem, driving 4,200+ annual form completions and ~3,000 qualified leads through high-performing content.
- Lead and mentor a cross-functional team of writers and content marketers—spanning direct reports, mentees, and external contributors—through the full creative development cycle.
- Leverage Adobe Analytics and Tableau dashboards to track content performance across channels and translate findings into quarterly content plans, scaling the program to 1.4 million page views annually while growing organic search share from 67% to 90%+ of total traffic.
- Own end-to-end webinar production, from sourcing and securing external speakers and industry influencers to coaching internal SMEs on presentation delivery and audience engagement.

Senior Content Marketer

Thomson Reuters | September 2022 - May 2023

- Created customer-centric content while continuously A/B testing messaging, formats, and CTAs, with top pieces exceeding 200,000 page views per quarter and white papers converting at 2x the site's average engagement rate.
- Integrated AI tools into the content production workflow to support drafting, editing, and headline testing across 30+ concurrent projects, reducing turnaround time while maintaining brand voice standards across 25+ products.
- Crafted brand voice and messaging across diverse formats—visual, written, interactive, and multimedia—balancing brand with clarity, emotional resonance, and conversion.
- Translated complex legal, tax, and audit subject matter into clear, audience-ready content, partnering directly with SMEs and executives to shape messaging without losing accuracy

Contact

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🌐 [linkedin.com/in/melissa-clement-quist/](https://www.linkedin.com/in/melissa-clement-quist/)

🔗 [Portfolio](#)

Education

Bachelor of Arts, English

Publishing Concentration
Southern Virginia University
2018 - 2020

Associate of Arts

Collin College
2016 - 2018

Volunteer

Email Marketing Writer

Dallas Pets Alive!
September 2021 - March 2023, July 2026 - Present

- Own strategy, topic planning, and performance analytics for weekly email campaigns to internal and external audiences, driving foster and adoption awareness.
- Developed educational content to engage and grow a dedicated base of animal advocates and volunteers.

Skills

Content Marketing & Strategy

- Content systems & architecture
- Content auditing and optimization
- Editorial workflows and content operations
- Content strategy and planning
- Brand voice and messaging
- Cross-channel content adaptation
- Campaign messaging and launch support
- SEO writing and keyword strategy
- A/B testing and performance reporting

Analytics & Tools

- Adobe Analytics, Google Analytics, Tableau
- ChatGPT, Jasper, Grammarly, Claude, On24, CoPilot, Writer, Gamma
- MailChimp, WordPress, Canva
- ClickUp, Monday.com, Trello, Notion, Workfront, Contently, Smartsheet

Writing & Editing

- Long-form and short-form writing
- Copywriting and copyediting
- Thought leadership and authority-building content
- Video and script writing
- Email marketing and social copy
- Consumer brand and creative product content

Experience contd

Digital Content Writer

Thomson Reuters | October 2021 - September 2022

- Collaborated with designers, video creators, marketing teams, and other writers on brand concept projects, shaping messaging frameworks for short- and long-term campaigns.
- Optimized persuasive product and landing page copy across website, social, print, email, and digital channels, crafting language designed to engage audiences and drive conversion.
- Ensured brand voice consistency across 6+ channels and 50+ brand touchpoints, spanning legal, tax, audit, risk & fraud, and corporate segments.

Brand Copywriter & Ghostwriter

Self-employed | January 2020 - May 2023

- Developed brand voice and messaging for 15+ clients across multiple industries, managing concurrent projects and delivering high-volume content (10+ pieces per week) tailored to each brand's positioning and audience.
- Built brand language systems across multiple industries simultaneously, translating client strategy into distinctive, ownable copy.

Web Content Developer

Metroplex Trading LLC | 2021

- Owned the editorial calendar and kept voice and tone consistent across all team-produced content, ensuring a cohesive brand experience.
- Wrote and optimized e-commerce product listing copy across a catalog spanning thousands of products and 80+ manufacturer brands, developing web copy that established brand identity, differentiated products at scale, and drove online conversion.
- Collaborated with a small creative team to align copy with visual identity, ensuring brand voice and aesthetic worked together to build customer trust and drive purchase.

Editor

Career Management Partners | May 2020 - March 2021

- Interpreted raw data from surveys and pulse checks, then crafted comprehensive reports, white papers, and articles that captured key insights.
- Ghostwrote 5+ blog and magazine articles per week on company products, leadership, and culture, including executive-attributed bylined content and thought leadership materials.
- Collaborated with the creative marketing team to develop a content calendar and strategy.

Editor & Content Writer

The Borgen Project | June 2019 - March 2020

- Wrote, edited, and fact-checked weekly articles on global poverty, reaching a global audience and collaborating with writers across multiple countries to ensure clarity, tone, and alignment.
- Ensured content quality and accessibility to effectively educate and mobilize a diverse, global audience.