

SALLY MELLINGER

Web Developer and
Experienced Content
Marketing Manager

PERSONAL PROFILE

Content and Digital Marketing Manager turned Web Developer with a strong SEO background. My return to school to learn web development was fueled by my desire to have both the creative abilities and technical know-how to help brands bring their marketing ideas to life.

WEB DEV SKILLS

HTML
CSS
JavaScript
Bootstrap

MARKETING SKILLS

Content Strategy
Content Operations
Email Marketing
SEO
Campaign Management
Campaign Reporting
Salesforce Marketing Cloud
Marketo

WORK HISTORY

Content Operations Manager

Tinuiti, May 2018 - August 2020

- Managed the creation and promotion of premium content pieces including consumer studies, reports, guides, and case studies. The premium content pieces accounted for over 5000+ downloads a year.
- Scaled the content team's ability to accept, organize, and execute on various content requests from the agencies 12 divisions using Wrike and Zapier. With 3 full-time writers and 2 part-time writers, we were producing 75 blog posts and 2 premium content pieces every quarter.
- I initiated quarterly campaigns that served as the marketing team's "True North" throughout the quarter. These campaigns allowed us to align with sales goals and create cohesive marketing content that covered the entire marketing funnel.

Content Marketing Manager

Sharpen, May 2016 - April 2018

- Developed and implemented the SEO and content strategy. Under my management, content and SEO efforts increased organic website traffic by 17% and email capture conversions by 7%.
- Managed the content strategy and editorial calendar. Determined content needs by doing thorough competitor and keyword research and used analytics to find content strategy weaknesses to determine the need for additional resources at each stage in the funnel.
- Built reports using data from SEO software and Google analytics to show progress, effectiveness, and success of digital marketing efforts.
- Researched and wrote white papers, eBooks, infographics, blog posts, website copy, sales enablement documents, and other creative content material.

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ACADEMIC BACKGROUND

Eleven Fifty Academy

Sept 2020 - December 2020
Web Development
12-week Bootcamp

Ball State University

2002- 2007
B.A. Communications and Spanish

GET IN TOUCH

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WORK HISTORY CONTINUED

Mobile Messaging Coordinator

Simon Property Group, November 2012 - April 2016

- Managed the Mobile Shopper Club, which includes over 185 individual text clubs that sent over 200,000 text messages each month.
- Wrote copy for and edited text message campaigns in collaboration with local mall marketing directors.
- Edited copy, built, and launched email campaigns using Salesforce Marketing Cloud.
- Planned promotions to build email and SMS subscriber database.

SEO Manager

Trident Marketing, May 2011 - May 2012

- Used SEO best practices to maintain first page rankings for competitive keywords for several high traffic websites in the satellite TV and home security spaces that drove 700-1200 online sales monthly.
- Coordinated viral media efforts, such as social media campaigns and the design and promotion of infographics.

SEO Strategist

Slingshot SEO, October 2010 - May 2011

- Increased rankings for a large health insurance company from 2nd page to 1st page on Google for highly competitive search terms.
- Spear-headed the development of a scalable guest blogging process that became the primary link building strategy for SlingshotSEO.