

# Melissa Grant

*Senior Content Strategist*

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## Professional Summary

Senior Content Strategist with over 10 years of experience leading global content strategy initiatives, user-centered storytelling, and omni-channel content architecture. Expert in aligning brand narratives with business growth through strategic planning and performance insights.

## Skills

Content Governance, Enterprise Content Strategy, SEO Strategy, Information Architecture, Persona Development, Customer Journey Mapping, Editorial Management, UX Collaboration, Content Lifecycle Planning

## Experience

Senior Content Strategist - ClarityOne Agency (2018 - Present)

- Led strategic content planning for rebranding of major enterprise clients.
- Designed scalable content frameworks for websites, blogs, and internal platforms.
- Partnered with UX teams to deliver cohesive cross-platform experiences.

Content Strategy Lead - MergeCreative (2013 - 2018)

- Built global editorial style guides and content playbooks.
- Created data-driven strategies that improved content ROI by 45%.

## Education

M.A. in Content Strategy & User Experience, University of Baltimore, 2012