

MELISSA MCGAUGHEY

CONTENT MARKETER & SEO STRATEGIST

CONTACT



814-572-7947



mstrmcgaughey@gmail.com



[LinkedIn Profile](#)



13548 Feather Sound Circle West
Clearwater, FL 3376

SKILLS

SEO Strategy

Content Marketing

Copywriting & Copyediting

Team Development and Management

EDUCATION

Bachelor's in Education

Mercyhurst University

2006 - 2010

K-12 Art Education, concentration in oil painting and a Minor in religious studies

PROFILE

Melissa has over ten years of experience creating effective content marketing strategies for organizations/businesses with sales revenue ranging from \$2 million to \$7 billion dollars annually. She's worked with companies within the technology, healthcare, media, and email industries. Her primary focus has been crafting content marketing strategies that position companies as industry experts and thought leaders, drive organic traffic, and convert traffic into revenue generating leads. Additionally, she is well-versed in creating effective sales enablement strategies and training sales teams of over 100+ people. In her spare time, she is a watercolor painter, SaaS technology writer, and Historical European Martial Artist.

WORK EXPERIENCE

Marketing Strategist

Smart Bug Media

2022 - Current

- Serve as the strategic client account lead, working with senior client marketing executives to define goals and develop the digital marketing strategies that will achieve them
- Directly manage 1-2 marketing specialists and lead a cross-functional team of digital marketing professionals specializing in marketing automation, design, development, paid media, PR, content development, and strategy
- Create sales enablement strategies and processes for billion-dollar, enterprise-sized companies, execute implementation, and train teams of sales and marketing professionals across the United States.

Director of Marketing

Webbula

2021-2022

- Developed a vision and mission for the Marketing Department
- Worked cross-functionally with sales, account engagement, and executive leadership to create a repeatable, scalable marketing strategy and drive successful execution of the plan across the customer lifecycle to achieve revenue targets
- Developed, implemented and executed a content marketing strategy that increased the organic traffic conversion rate from 0.95% to 4.75%
- Created a multi-channel marketing strategy that includes email marketing automation, social media, and automated internal sales efforts to increase lead generation from an ongoing webinar series by 237.5%

Director of Marketing Operations | Senior Marketing Director

Skyrocket Group

2018-2021

- My responsibilities as the Director of Marketing Operations were carried in addition to my Senior Marketing Director role outlined below
- Analyzed and optimized systems to produce greater efficiency and productivity in workflows and project output
- Created and executed team training and development initiatives

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EXPERTISE

- Content marketing
- Search engine optimization
- Social media marketing
- Email marketing
- Copywriting
- Copyediting
- Media relations management
- Wix website design
- Experience editing and updating WordPress websites
- Working knowledge of design programs
- Experienced with marketing automation software, including Act-on and HubSpot
- Experienced with tools such as Google Analytics, SEMrush, Google Search Console, and Screaming Frog

REFERENCES

David Lewis



412-230-6567

Jessica Vionas-Singer



406-539-3560



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WORK EXPERIENCE

Senior Marketing Director

Skyrocket Group

2014-2018

- Developed content marketing strategies and drafted content for emails, eBooks, bylines, case studies and blogs
- Developed and managed clients' WordPress sites, SEO, content marketing, social media, and email marketing strategies.
- Managed client relationships with the press, wrote and distributed press releases, scheduled and coordinated press appointments with crucial industry publications at national tradeshows, and more
- Managed a budget for a team of freelance writers and designers and allocated resources appropriately each month