

MELISSA LAMKIN

Experienced, passionate and **creative digital marketing and content professional** with 15+ years of experience **creating, editing, pitching** and **producing content** for **websites and mobile apps**, printed publications, **content marketing and social media**, internal and external corporate communications, visual presentations and **events**.

CORE STRENGTHS

- Content Strategy + Production
- Editorial Strategy
- Website Authoring + Publishing
- Social Media Management + Strategy
- Copywriting and Editing
- Public Relations + Brand Communications
- B2C and B2B Content Development + Blogging
- AP + CMS Style
- Connector + people person: establishing and leveraging relationships

SOFTWARE + DIGITAL PROFICIENCIES

- CMS: Sitecore, AEM, Wordpress, Blogger, Squarespace, Joomla // Basic HTML + CSS
- Social Media: Sprinklr, Hootsuite, Buffer, SproutSocial
- Marketing + Automation: Marketo, Salesforce, Pardot, Mailchimp, Emma, Mandrill
- SEO: MOZ, Yoast Wordpress Plug-In
- Project Management: Workfront, AtTask, Basecamp, Asana
- Adobe Creative Suite Programs
- Agile Project Management Methodology

EXPERIENCE

Marketing Content Manager, [Mac & Mia](#) · Chicago, IL // Aug. 2017 - Present

- [Content strategy, creation and development](#) for website landing pages, blog posts, and customer email marketing communications for online children's clothing retailer
 - Increased organic blog traffic MoM (Aug - Sept) by 265.5% with a focused keyword optimization strategy, creating 35% more content, and distribution strategy through other Mac & Mia owned digital channels

Digital Content Strategist (Contract), [Blue Chip Marketing Worldwide](#) · Chicago, IL // July 2017

- Copywriting, editing and digital content strategy deliverable support for agency clients in CPG and healthcare industries

Sr. Manager, Content Strategy & Operations, [GGP, INC.](#) · Chicago, IL // Oct. 2016 – June 2017

- Managed execution of (3) seasonal campaign strategies to completion and on-time launch for Valentine's Day, Easter Bunny and Spring shopping
 - Required collaboration with user experience and creative, copywriter and website developers
 - Oversee content authoring, scheduling and distribution of social content and QA processes for website and app channels for properties within campaign scope
- Daily management of web and social publishing team responsible for B2B and B2C digital channels; ~115 websites on AEM platform and social channels (Facebook, Instagram, Twitter)
 - 7 direct reports: (2) strategists, (5) web and social media publishers
- Partner with project management leaders to:
 - Create content migration plan and manage content development, authoring and execution for website redesign and launch of GGP.com (B2B) and AlaMoana.com (B2C)
 - Project manage content audit, matrix development, content authoring and migration (AEM) for current website redesign project for remaining (~112) retail property websites in GGP portfolio
- Partnered with business analyst and internal stakeholders to develop content publishing guide for proprietary internal content management system for field authors
- Increased social following by 24k fans and ER by .05% (paid) and 0.07% (organic) with development and implementation of corporate QA process for social content (Sprinklr) in Q1 2017
- Developed and communicated website and social media publishing style guide to guide audience and messaging direction across GGP's B2C digital channels for a consistent website experience

Marketing Communications Senior Writer/Editor, Content

[THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS](#) · Chicago, IL // June 2015 – Oct. 2016

- Created messaging and brand content for Chicago Booth's audiences, events and research centers through videos, magazine articles, website landing pages, email campaigns, online advertisements and social media content
- Planned and produced content for 2016 Distinguished Alumni Awards for [Susan Axelrod](#), [Bryan Johnson](#) and [Dan Caruso](#)

MELISSA LAMKIN

Marketing Communications Senior Writer/Editor, Content (cont'd)

[THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS](#) · Chicago, Il. // June 2015 – Oct. 2016

- Served as primary content producer and strategist for architecture, redesign and content mapping and/or migration for 5 websites [Booth Women Connect Conference](#), [Worldwide Booth Night](#), [Chicago Booth Alumni Magazine](#), [Kilts Center for Marketing and Research](#) and [Nielsen Datasets for the Kilts Center for Marketing](#)
- Developed content management system (Sitecore) training materials for content authors and trained new users
- Maintained consistent brand and content standards via Sitecore content management system on a daily basis
- Presented concepts and executions to internal partners and clients and contributors for campaigns
- Responsible for oversight of two junior writers on web and email projects

Stylist/Sales Representative, [TRUNK CLUB](#) · Chicago, Il. // Feb. 2013 – March 2014

- Prospect new business through cold calls, referrals, warm leads and personal network to consistently meet sales quota each month, +75% of daily activity included phone and email communication

Marketing Manager, [CAROLINA PAD](#) · Charlotte, N.C. // Dec. 2010 - Jan. 2013

- Developed and launched traditional and digital consumer engagement initiatives for retail and direct-to-consumer channels to support brand growth for consumer packaged goods company (focus groups, landing pages, surveys, promotions)
- Worked directly with warehouse lead to upload surplus product information, descriptions and inventory counts to e-commerce website [Studio C by Carolina Pad](#)
- Complete content updates to Carolina Pad B2B website (previously [www.carolinapad.com](#)) when requested
- [Fundanoodle](#) website content development, management and launch; [developed press and media communications plan](#) to secure product launch event attendance and media coverage; wrote copy for marketing communications materials

FREELANCE, [BY MELISSA LAMKIN](#) // May 2005 – Present

- Developed and published 2 blog posts for Manifest Digital agency client Delta Faucet's Inspired Living Blog
 - o [The 4 Things a Chef Would Change About Your Kitchen](#)
 - o [Why a Salon Shampoo Feels So Much Better than a DIY](#)
- Marketing and communications management for [Big Hatt Gourmet](#)
 - o Website content development and publishing for events and special packages
 - o Email: Maintained ~1700 subscriber base; Average 24.15% email open rate
 - o Leveraged a strategic partnership opportunity with Local Foods and Goose Island brewery to plan, produce and market [Chicago Bears v. Greenbay Packers pre-game tailgate event](#)
- Copywriting and SEO for [Executive Suites of SouthPark website](#)
- Development and management of [brand communications](#) for local small businesses + non-profits
- Appeared in television segments at the local level for three Charlotte non-profit organizations to support their media relations strategies: [Ronald McDonald House of Charlotte Girls Night Out](#) event, Goodwill of the Southern Piedmont and 24 Hours of Booty

EDITORIAL

Associate Editor, [NASCAR ILLUSTRATED MAGAZINE](#), Charlotte, N.C. // Jan. 2009 – Jan. 2010

Associate Fashion & Beauty Editor, [Destination Weddings & Honeymoons Magazine](#), Winter Park, Fl. // Jan. 2006 – March 2007

Assistant Editor, [Women's Health & Fitness Magazine](#), Atlanta, Ga. // Jan. 2005 – Dec. 2005

Fashion Assistant, [Lucky Magazine](#), New York, N.Y. // May 2003 – Sept. 2004

EDUCATION

B.A., Communications, 2003 // University of South Carolina - Aiken, SC, Aiken, S.C. 2003

Editor, [Pacer Times](#) Newspaper

Zeta Tau Alpha