

SALLY MELLINGER

South Bend, IN 46615 | 317-519-5569 | sallyamellinger@gmail.com | linkedin.com/in/sallymellinger

SEO & CONTENT MARKETING LEADER

GLOBAL B2B SEO | CONTENT ROADMAPS & DISTRIBUTION | ANALYTICS & ORGANIC GROWTH

SEO and content marketing leader with enterprise experience building global content systems for B2B tech brands. Drives organic traffic, signups, and revenue across multi-language sites by combining technical SEO, CMS/UX expertise, and performance marketing while owning the SEO content lifecycle from opportunity sizing and keyword research through briefs, production workflows, cross-functional collaboration, distribution, and reporting. Leads global and local roadmaps for web, video, email, and social, optimizes channels such as YouTube and newsletters, and turns interactive tools, podcasts, and repurposed content into acquisition engines.

SIGNATURE ACHIEVEMENTS:

- **Accelerated enterprise cybersecurity SEO**, driving +213% page views, +182% visitors, +16% conversions in 90 days, +10.65% organic visibility, 40 #1 rankings, and AI Overview keywords from 8 to 24.
- **Scaled multi-channel growth during acquisition**, leading LinkedIn, YouTube, email and SEO to lift engagement +137%, views +105%, watch time +58%, subscribers +144%, and Top-5 rankings +56% in 3 months.
- **Centralized global web and SEO ops across 12 CrowdStrike domains**, streamlining 110+ projects/month, improving team efficiency 150%, and boosting organic traffic ~50% and organic demo requests ~20%.

CORE STRENGTHS & COMPETENCIES

SEO & CONTENT STRATEGY

Enterprise SEO Roadmaps
Topic & Keyword Research
Global / Local Coordination
Content Briefs & Calendars
Evergreen Hubs & Articles

MULTI-CHANNEL EXECUTION

Web, Blog & Resource Hubs
Email & Newsletter Programs
YouTube & Social Video
Podcast & Content Reuse
Campaign & Demand Alignment

OPTIMIZATION & ANALYTICS

GA4, GSC & Dashboards
SEO & CRO Experimentation
CMS: AEM, WordPress, etc.
Technical SEO & HTML/CSS
SEO Tools & Site Crawlers

PROFESSIONAL EXPERIENCE

ROCKWELL AUTOMATION (Verve Industrial acquisition) – Remote | JUL 2023 – OCT 2025

Senior Manager, Content Strategy

Led SEO and multi-channel content strategy for Verve Industrial and, post-acquisition, Rockwell's SecureOT OT/ICS cybersecurity portfolio.

- **Built an SEO roadmap and topic clusters** that lifted page views 213%, visitors 182%, and conversions 16% in 90 days, increasing organic visibility 10.65% and earning 40 #1 rankings.
- **Expanded Google AI Overview eligibility** from 8 to 24 keywords and, via a three-month SEO sprint, grew Top-5 rankings 56%, SERP features 50%, and organic visibility 17.9%.
- **Optimized the email newsletter and YouTube channel** with clearer CTAs, updated titles/descriptions, and curated playlists, increasing sign-ups, click-throughs, views, watch time, and subscribers.
- **Launched an OT cybersecurity podcast and repurposed transcripts** into LinkedIn clips, blog posts, YouTube videos, and webinar topics to extend reach and acquisition impact.
- **Built an integrated content roadmap** across pages, articles, webinars, case studies, and offers, and set editorial calendars, refresh cadences, and GA4/GSC dashboards to track rankings, traffic, and conversion KPIs.

PROFESSIONAL EXPERIENCE, CONTINUED

CROWDSTRIKE – REMOTE | SEP 2021 – MAR 2023

Director, Web Content Strategy

Directed web content strategy and operations across 12 international domains in close partnership with design, UX, engineering, and regional marketing.

- **Managed a global team of five and more than 110 projects per month** using standardized templates and components to improve delivery speed and consistency.
- **Implemented SLAs, intake processes, and QA** for 15+ content types, increasing team efficiency 150% and reducing rework.
- **Led an SEO refresh program on high-value pages** that grew organic traffic about 50% and demo requests about 20% through on-page improvements, CRO experiments, and stronger internal linking.
- **Built reporting dashboards** that connected traffic, engagement, and pipeline metrics to campaigns and product initiatives for leadership.
- **Partnered with engineering on CMS and template updates** that improved crawlability, UX, and conversion paths across global sites.
- **Orchestrated a rapid-response content hub and campaign** around a high-profile security incident, generating 40,231 sessions vs. 4,162 for a previous major incident response and raising conversion from 0.34% to 8.72%, establishing the playbook for future events.

TALKDESK – REMOTE | NOV 2020 – AUG 2021

Senior Manager, Web Content Strategy

Led a team of three writers producing SEO content and CRO tests for global B2B campaigns.

- **Established SEO-led content governance**, including voice and tone guidelines, intake forms, and analytics dashboards that unified execution across teams.
- **Designed SEO-centered content plans** that closed share-of-voice gaps and increased qualified inbound traffic.
- **Advised global marketing teams** on funnels, KPIs, landing page structure, and experimentation, running A/B tests that improved form conversion and lead quality.
- **Created and delivered content-strategy training** and funnel dashboards for 100+ product and solution marketers, driving adoption of a SiriusDecisions campaign framework, earlier campaign planning, and connected user journeys.
- **Diagnosed severe post-redesign indexing losses**, working with SEO and dev teams to address client-side rendering issues, restore crawlability, and inform the long-term technical SEO roadmap.

TINUITY – REMOTE | MAY 2018 – AUG 2020

Manager, Content Operations

Centralized content operations for 12 agency divisions and scaled SEO and premium content programs.

- **Overhauled blog structure, schema, internal linking**, and targeting, producing a 59% increase in organic traffic in six months.
- **Prioritized content ideas** from 12 divisions based on search demand and strategic themes, reducing low-impact work.
- **Partnered with analysts** to turn survey data into interactive calculators and dashboards that converted research into evergreen lead-generation assets.

ADDITIONAL EXPERIENCE

SHARPEN — CONTENT MARKETING MANAGER | MAY 2016–APR 2018

- Developed SEO and content strategy that increased organic traffic 17% and email-capture conversion 7%.
- Produced white papers, ebooks, infographics, and web copy mapped to each stage of the funnel.

SIMON PROPERTY GROUP — MOBILE MESSAGING COORDINATOR | NOV 2012–APR 2016

- Managed the Mobile Shopper Club across 185+ text clubs sending 200K+ messages monthly.
- Ran segmented SMS/email campaigns to boost engagement, loyalty, and sales.

TRIDENT MARKETING — SEO MANAGER | MAY 2011–MAY 2012

- Maintained first-page rankings for high-traffic sites in satellite TV and home security, driving 700–1,200 online sales monthly.
- Coordinated social and infographic campaigns to support link acquisition.

SLINGSHOT SEO — SEO STRATEGIST | OCT 2010–MAY 2011

- Moved a major health-insurance client from page two to page one for competitive terms.
- Built a scalable guest-blogging program that was adopted as primary link-building motion for the company.

EDUCATION AND CERTIFICATIONS

Education

- **B.A., Spanish & Communications** | Ball State University, Muncie, IN
- **Web Development (Immersive)** | Eleven Fifty Academy, 2020

Certifications & Training

- **Google Generative AI Leader** | Google
- **Introduction to AI Concepts** | Microsoft
- **Web Development** | Eleven Fifty Academy, Indianapolis, IN
- **Growth Series Program** | Reforge
- **LLM SEO, GEO, AEO: Get Traffic from ChatGPT and Other AI** | Udemy