

Sally Mellinger

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South Bend, IN

DIRECTOR OF CONTENT MARKETING

B2B content and SEO leader with 10+ years in enterprise tech and cybersecurity. Builds multi-channel programs across web, social, blog, case studies, video, email, and events that convert complex products into clear customer narratives. Partners closely with product marketing, demand generation, and field teams to grow brand awareness, engagement, and pipeline. Strategic and hands-on. Thoughtful use of AI to speed research, production, and optimization while protecting voice and accuracy.

KEY COMPETENCIES

Multi-channel strategy
Editorial leadership
Product marketing partnership

SEO & CRO
Social video & YouTube strategy
Campaign alignment

Analytics & ROI storytelling
Team leadership and mentoring
AI for content operations & AEO

PROFESSIONAL EXPERIENCE

Rockwell Automation

Oct 2023 - Present

Cybersecurity Content Lead

Own multi-channel content strategy for SecureOT in partnership with product marketing, demand gen, and field marketing.

Accomplishments:

- Scaled the OT/ICS content hub to deliver +213% page views, +182% unique visitors, and +16% conversions in the latest 90 days.
- Expanded organic visibility +10.65% and secured 40 number-one rankings; increased AI Overviews eligibility from 8 to 24 keywords.
- Raised form conversion to 3.4% by executing targeted CRO tests and aligning offers to audience intent.
- Built an editorial operating system with annual and quarterly calendars, brief templates, refresh cadences, and QA checklists; introduced intake and prioritization to increase throughput.
- Selected by the CMO to join the AI Tiger Team, contributing to workstreams exploring predictive story mining, data analysis, content creation, and process automation; participated in sub-teams focused on content and toolkits that aimed to improve efficiency, consistency, and customer personalization.
- Operationalized AI within content operations by creating prompt libraries, establishing entity and topic modeling, and implementing a governed outline to draft to QA workflow that improved speed and consistency.

Verve Industrial (Acquired by Rockwell Automation)

Jul 2023 - Oct 2023

Senior Manager, Content Strategy

Led social, video, and SEO acceleration during acquisition integration.

Accomplishments:

- Drove LinkedIn and YouTube growth: +137% engagement rate, +96% reactions, +22% reposts; +105% views, +58% watch time, +144% subscribers year over year.
- Executed a three-month SEO plan delivering +56% Top 5 rankings and +50% SERP features, contributing to SQL growth.
- Applied AI to transcript mining, snippet generation, and rapid briefs to speed video-to-blog repackaging.

CrowdStrike

Sep 2021 - Mar 2023

Director, Web Content Strategy

Owned web content strategy and global site operations across 12 international domains; partnered with Design, UX, and Engineering.

Accomplishments:

- Managed 110+ monthly builds using standardized templates and components for speed and consistency.
- Implemented SLAs for 15+ content types; scaled team from 2 to 5 with 100% retention; improved efficiency +150%.
- Led SEO re-optimization over 18 months, driving approximately +50% organic traffic growth and approximately +20% lift in demo requests.
- Piloted AI for intake triage, brief skeletons, and entity gap analysis to prioritize refreshes.

Talkdesk

Nov 2020 - Aug 2021

Senior Manager, Web Content Strategy

Directed writers and editors on SEO-led web content, CRO guidance, and multimedia repurposing.

Accomplishments:

- Formalized brand voice, style guide, page templates, and reporting to raise quality and speed to publish.
- Launched a refresh program including briefs, schema, and internal linking to defend rankings and improve conversion.
- Tested AI for competitive scans and FAQ extraction to accelerate landing-page updates.
- Partnered with demand generation to align narratives with offers, nurtures, and events.

EDUCATION

Ball State University

Bachelor of Arts in Spanish, Minor in Communications

Reforge

Growth Series

Google

Generative AI Leader Certificate (in progress)

Udemy

LLM SEO/GEO/AEO Course

ADDITIONAL SKILLS

Tooling: WordPress, AEM, Google Analytics, Adobe Analytics, SEMrush, Hotjar, Looker/Data Studio, Marketo, HubSpot, Microsoft Copilot, Copilot Studio, Power Automate, Wrike, Zapier

Web Operations & Governance: Editorial calendars, intake and prioritization, content refresh cadences, templates, QA checklists, SLAs, localization workflows, accessibility standards

Analytics & Measurement: KPI dashboards, funnel analysis, conversion tracking, test design and readouts, taxonomy and UTM discipline, basic attribution literacy

Writing & Formats: Case studies, executive POV, solution pages, long-form articles, video scripts, UX microcopy, webinar and event narratives, email nurtures, gated assets

Project & Vendor Management: Cross-functional coordination, scope and timeline management, brief creation, agency oversight, budget awareness, post-mortems and continuous improvement

Enablement & Knowledge Management: Content repositories, version control, source-of-truth documentation, contributor guidelines, coaching and editorial reviews