



MELISSA WALCOTT

SENIOR CONTENT CREATOR

ABOUT ME

Content marketing specialist and SEO copywriter with nearly five years of agency experience creating blogs, website copy, email campaigns, social media content, press releases and sales-support content. Experienced in managing multi-client content calendars, producing 20–30 SEO/GEO-informed blogs per month, supporting up to 10 accounts and developing content that improves search visibility, strengthens brand authority and supports sales teams.

CONTACT

 melissa.walcott27@gmail.com

 404-735-8000

 Atlanta, Georgia

 melissawalcottscripted.com

EDUCATION

B.A. in English Minor in Professional Writing

Kennesaw State University
2016–2020

CORE SKILLS

SEO Content Writing ·
Copywriting · Content
Marketing · Blog Strategy ·
Website Copy · Social Media
Strategy · Email Marketing ·
Press Releases · Local SEO ·
GEO / AI Search Optimization
· Metadata Optimization ·
Editorial Calendars · Client
Communications · Brand
Voice · WordPress ·
Squarespace · Canva · Meta
Business Suite ·
Brandwatch/Falcon · Planable
· Mailchimp · Constant
Contact · Trello · Sked Social ·
ChatGPT · Gemini

PROFESSIONAL EXPERIENCE

Senior Content Creator | Denim Marketing

August 2022 - May 2026

- Wrote SEO- and GEO-informed blogs, website copy, email campaigns, social captions, press releases, award submissions, and video scripts for home builders, developers, and local businesses.
- Managed content strategy and execution for 4–5 primary client accounts while supporting content needs across approximately 10 total accounts.
- Produced 20–30 blogs per month and optimized content with keyword phrases, metadata, headings, internal links, image alt text, and evergreen URLs.
- Built monthly editorial calendars, presented content strategy in client meetings, and managed revisions, approvals, and deadlines across multiple stakeholders and brand voices.
- Repurposed long-form content into social, email, and campaign copy while collaborating with designers, developers, account managers, photographers, and videographers; contributed to 22 OBIE award wins.
- Built monthly social calendars, supported client approvals and campaign execution, and tracked performance using Canva, Meta Business Suite, Brandwatch/Falcon, Planable, Trello and Sked Social.
- Set up web click and boosted post campaigns on Facebook Ads manager and managed metrics on a weekly and monthly basis.

Social Media Coordinator | Denim Marketing

July 2021 - August 2022

- Created organic and paid social content across Instagram, Facebook, LinkedIn, Pinterest and X/Twitter, including captions, graphics, video concepts, static posts and carousels.
- Supported content creation, social media and Facebook Ads creation for Atlanta Real Estate Forum.

Communications Consultant / Intern | Atlanta Habitat for Humanity

February 2020 - February 2021

- Wrote and edited donor-facing communications, homeowner stories, blog posts, reports, newsletters and community awareness content.
- Created twice-weekly Mailchimp newsletters and contributed Instagram content supporting ReStore sales, donations and community engagement.
- Interviewed Habitat families and translated sensitive personal stories into respectful, mission-driven communications.

Editor & Circulating Manager / Content Creator

March 2018 - November 2019

- Wrote 85 weekly articles on political, social, personal and popular media topics, using trending conversations to pitch timely content.
- Edited content for grammar, AP style, structure, tone, SEO value and social shareability; earned multiple features on Swoon, Odyssey's sister site for viral articles.