# Melissa Wright

**Content Strategist · SEO, AI Search Visibility & Content Architecture**

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Content strategist with 8+ years of experience making complicated companies easy to find and easy to trust. Leads content across 80+ concurrent B2B and B2C agency accounts across manufacturing, legal, healthcare, ecommerce, retail, and nonprofit clients, turning business goals and search behavior into content strategies, site architecture, and optimized copy. Builds AI-assisted workflows with Claude, Gemini, and ChatGPT that scale production while protecting accuracy, brand voice, and editorial judgment.

## Core expertise

**SEO & search** SEO content strategy · Keyword and search-intent research · SERP and competitive analysis · On-page SEO, metadata, and internal linking · SEO/GEO and AI search visibility

**Content strategy** Content architecture and IA · Content audits and migrations · Editorial planning and calendars · Content standards, governance, and QA

**AI & leadership** AI-assisted content workflows · Prompt libraries and SOPs · Editorial coaching · Cross-functional project leadership

## Experience

**MoJo Active** · Content Strategist & Copywriter — June 2022 – Present

*Full-service digital agency serving ecommerce and B2B clients*

- Lead SEO content strategy across 80+ concurrent B2B and B2C client accounts, translating business objectives, audience needs, and competitive insights into page-level content plans.
- Conduct keyword research, search-intent and SERP analysis, and content-gap analysis to set page structure, metadata, internal linking, and optimization priorities.
- Lead content architecture projects from discovery through launch, including client interviews, sitemap development, page planning, and SEO research, in partnership with design and development teams.
- Shape SEO and GEO strategy for new sites and refreshes, applying search intent, entity relevance, and AI-driven discovery patterns to page structure and content.
- Built the internal AI prompt libraries, SOPs, and AI usage policy that standardize research, briefing, drafting, and QA with Claude, Gemini, and ChatGPT, keeping final editorial control with human writers.
- Manage editorial workflows from strategy and briefing through production, CMS implementation, and QA with designers, developers, project managers, and client stakeholders.
- Coach team members on content strategy, writing, and practical AI-assisted workflows; recognized as a top-performing content contributor.

### Selected work

- **Content migration audit:** Led and presented a pre-replatform audit for an ecommerce retailer moving to a headless BigCommerce storefront, crawling 4,982 URLs and making a keep, improve, merge, or retire call on all 118 content pages.
- **AI search visibility:** Led brand research, AI-platform competitive analysis in Otterly.AI, and a 60-question FAQ program for an ecommerce checkout extension.
- **Annual content strategy:** Researched and built a 2027 plan for a fittings manufacturer, centered on a seven-guide educational program, after a year of social content averaging 10.5% engagement across 156 posts.

- **Content architecture:** Served as primary strategist and writer for full website builds, from stakeholder discovery and sitemaps through SEO research and final copy.

**Harbor Compliance** · Legal & Business Content Writer August 2021 – June 2022

- Wrote authoritative content on complex legal and business topics, translating technical subject matter for professional audiences.
- Partnered with internal subject-matter experts to verify accuracy, clarity, and consistency.

**Legal InSites / GAVL** · Content Writer to Senior Content Writer & Community Liaison
June 2018 – August 2021

- Created and edited content across legal-focused digital properties; promoted into a senior writing and community-facing role.
- Balanced multiple content priorities while upholding editorial quality, audience relevance, and organizational standards.

## Education

**Mansfield University of Pennsylvania**
Bachelor's Degree, Professional Writing · 2017

## Tools

**SEO & analytics:** Semrush, Ahrefs, Surfer SEO, Screaming Frog, Google Search Console, GA4, Otterly.AI
**AI:** Claude, ChatGPT, Gemini
**Content & marketing:** WordPress, Klaviyo, Hootsuite, Asana, Google Workspace, Microsoft Office