

Jessica McCormick

Project Manager, Content Manager, SEO Specialist

352-212-7213
jessica.j.mccormick@gmail.com

[LinkedIn](#)
Tampa, FL

CAREER SUMMARY

Collaborative project manager who is adept at research, strategy, and cross-functional team building. A storyteller who can fit into any writing voice that's necessary, from casual blog content to formal governmental policy briefs. Possesses a keen understanding of SEO, with an ability to analyze metrics and adapt strategies that ensure continuous improvement.

WORK EXPERIENCE

Content Strategist – Baby Chick | Houston, TX (Remote) – 2023 – present

- Perform daily keyword research and analysis using SEMrush to compile lists of high-volume keywords, identifying gaps in content coverage, optimizing existing content for varying search intents, and increasing organic traffic.
- Collaborate with senior editorial and executive teams to implement organic keyword strategies, fostering an organization-wide roadmap for operations and informed content creation to build out the content calendar.
- Currently overseeing a major initiative to overhaul underperforming articles, incorporating high-performing keywords for improved SEO ranking.
- Utilize a suite of tools including SEMrush, Raptive, RankIQ, and Google Analytics for data-driven keyword research and content optimization.

Digital Content Manager – CopyPress | Tampa, FL – 2015 –2017, 2019 – 2023

- Spearheaded and project managed editorial scheduling calendars, workflows, and content strategies for diverse national B2B and B2C clients, encompassing blog copy, e-books, and whitepapers.
- Crafted client style guides to ensure consistent brand messaging for various client types, from fintech to SaaS; directed and executed ongoing content marketing campaigns across multiple clients, diligently adhering to SEO best practices to optimize content for superior SERP ranking.
- Led, managed, and mentored a team of 100+ direct reports while overseeing the complete creative project lifecycle.
- Oversaw multiple, concurrent copywriting campaigns for clients with annual budgets exceeding \$1 million.
- Collaborated with designers and SMEs to create engaging client content, including interactive infographics.

Project Coordinator, Public Art – Creative Pinellas | Largo, FL – 2018 – 2019

- Orchestrated the successful deployment of a \$325,000 county-level grant to launch an innovative traveling public art project spanning Pinellas County (SPACEcraft).
- Engaged potential site hosts, ranging from city governments to county-owned parks, effectively conveying the project's overarching mission and garnering enthusiastic participation from a diverse array of locations.
- Established and led a panel of local arts and business experts, collaborating with the jury to define the project's scope, craft the mission statement, and co-author the Request for Qualifications (RFQ).
- Partnered with the jury to assess and select the top five artists, facilitated the final artist selection, and assisted an outside legal team to craft contracts.

EDUCATION

Stetson University – DeLand, FL

- Bachelor of Arts in Communications

SKILLS

Software Skills

MS Office, Google Suite, Adobe Photoshop, Adobe Acrobat, Content Management System, SEMrush, Monday.com, Trello, Airtable, Clickup, Notion

Professional Skills

Project Management, Project Leadership, Relationship-Building, Performance Optimization, Resource Management, Team Collaboration, Verbal/Written Communication, Strategic Thinking, Content Strategy