

Amélie de Beaumont-Mabee

Senior Content Strategist

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Professional Summary

Senior content strategist with 10+ years of experience developing and optimizing content programs for SaaS, agency, nonprofit, and professional association organizations. Expertise in content strategy, editorial leadership, SEO, and cross-functional collaboration across marketing, design, and product teams. Proven track record of improving content performance, increasing organic visibility, and building scalable content processes that support business goals. Skilled at translating complex topics into clear, engaging content that drives audience engagement and organizational impact.

Core Expertise

Content Strategy • Editorial Strategy • SEO & Content Optimization • Content Planning • Audience Research • Content Audits • Editorial Leadership • Cross-Functional Collaboration • Content Governance • Content Operations • Content Workflows • Content Performance Analysis • CMS Management (AEM, WordPress, Squarespace) • Brand Voice & Messaging • AI-Assisted Content Development • Figma Collaboration

Experience

Content Strategist | SIAM | 2026 – Present

- ❖ Lead content strategy and execution across integrated marketing and communications channels in a complex, multi-stakeholder environment.
- ❖ Own editorial direction and messaging consistency across organizational content, ensuring alignment with brand voice, audience needs, and strategic objectives.
- ❖ Develop and manage content planning processes, workflows, and editorial calendars to coordinate cross-functional execution across marketing and communications teams.
- ❖ Partner with stakeholders across marketing, communications, and leadership teams to align priorities and ensure cohesive, high-quality content delivery across initiatives.

Lead Content Strategist | Pluralsight | 2023 – 2025

- ❖ Led annual, quarterly, and campaign-level content strategy across web, blog, livestream, email, and nurture channels, aligning content initiatives with business objectives and audience needs.
- ❖ Developed campaign messaging frameworks and content plans that enabled consistent storytelling across brand, B2B, B2C, public sector, lifecycle, customer success, and search marketing teams.
- ❖ Partnered with paid media, organic search, lifecycle marketing, customer success, and creative stakeholders to deliver integrated, multi-channel content experiences throughout the customer journey.
- ❖ Partnered directly with executive leadership, including the CMO and marketing vice presidents, to align content priorities, campaign strategy, and organizational goals.
- ❖ Built and managed content planning processes, workflows, and cross-functional operating rhythms that improved visibility, accountability, and execution across marketing teams.
- ❖ Contributed to 60% year-over-year organic traffic growth through strategic content planning, optimization initiatives, and cross-functional collaboration.
- ❖ Established editorial standards, content frameworks, and governance processes that improved consistency across channels while enabling efficient content production at scale.

SEO Content Manager | Pluralsight | 2022 – 2023

- ❖ Developed and implemented Pluralsight's content briefing process, creating scalable workflows that improved alignment between SEO strategy, editorial planning, and content production.
- ❖ Led site-wide content audits and optimization initiatives to reduce content bloat, improve content quality, and strengthen organic search performance across key business areas.
- ❖ Partnered with web and content teams to improve site architecture, metadata, internal linking, and content prioritization, supporting discoverability and user experience goals.
- ❖ Managed strategic content refresh initiatives for high-value pages, optimizing content for target keywords, search intent, and evolving business priorities.
- ❖ Mentored two junior SEO analysts, helping prioritize initiatives, improve project execution, and drive performance-focused optimization efforts.
- ❖ Collaborated with stakeholders across content, product marketing, and digital marketing teams to identify search opportunities and translate insights into actionable content strategies.

Content Strategist | Agency & Freelance | 2018 – 2022

- ❖ Developed content strategy, messaging frameworks, and editorial direction for SaaS, creative studios, and mission-driven organizations across B2B and B2C sectors.
- ❖ Led end-to-end content planning and execution across websites, landing pages, blogs, email campaigns, and campaign assets, focusing on clarity, engagement, and SEO performance.
- ❖ Partnered with designers, UX teams, and stakeholders to align messaging with user journeys and brand positioning, ensuring consistency across digital experiences.
- ❖ Created editorial workflows, templates, and content systems using tools such as Notion and CMS platforms to improve production efficiency and collaboration.
- ❖ Advised clients on brand voice, messaging, and content structure, improving consistency and alignment across channels.
- ❖ Repurposed and optimized content across web, email, and social channels to extend campaign reach and performance.

Early Experience

Team & Communications Lead | Apple Inc. | 2008 – 2018

Internal Communications Specialist | Parametric Technology Corporation | 2006 – 2007

Media Relations Copy Editor | North Central University | 2004 – 2006

Education

North Central University — B.S. Journalism, Minor in Public Relations

Kyiv Christian Academy – High School Diploma, Focus on Literature and Russian Studies