

Erik Mallon

Digital Content Leader

Thought leader and innovator with over 18 years of experience in content strategy, content management, copywriting, and copy editing. A highly collaborative and creative problem solver who successfully built and managed multiple digital content teams at Fortune 500 financial services companies.

 Erik.Mallon@gmail.com

 203-313-9407

 New York, NY

 www.witcraft-content.com

SKILLS

CMS migration

User experience/CX design

Content strategy

Copywriting and editing

SEO and search execution

Competitive assessment

Content governance

Editorial guidelines

Taxonomy

Campaign strategy

Team leadership

Agile methodology

Process optimization

Resource planning

Team building

WORK EXPERIENCE

CONTRACTOR, CONTENT LEAD

MRM/Hugo & Cat

05/2024 - 05/2025

New York, NY

Achievements/Tasks

- Led digital content assessment, content strategy ideation and content development on agency projects for the **State of Alaska** and the **City of Raleigh**.
- Performed and presented analytical evaluations and content audits. Created recommendations for generating new content, removing old content, and for migrating existing content to a new Umbraco CMS implementation.
- Wrote content creation specifications, editorial guidelines, and CMS instructional documentation. Conducted a series of educational workshops and Q&A sessions with client content creators and business stakeholders to introduce new standards.

DIRECTOR, DIGITAL CONTENT

Charles Schwab

08/2021 - 06/2023

Jersey City, NJ

Achievements/Tasks

- Promoted to director after Schwab acquisition of TD Ameritrade. Oversaw all content management, copywriting, and content strategy resources for TD Ameritrade's investing platforms.
- Created concepts and led content development for the client transition experience that moved over 17 million client accounts and \$1.9 trillion in AUM from TD Ameritrade to Schwab. 90% of clients rated the experience as very good or excellent.
- Launched and oversaw cross-channel initiative to review and change all client-facing copy and visual assets to support the integration of Schwab and TD Ameritrade.
- Supervised content teams through the corporate transition, which included fundamental changes to content processes, several departmental reorganizations, and attrition of critical partner resources.

SENIOR MANAGER, DIGITAL CONTENT

TD Ameritrade

04/2015 - 08/2021

Jersey City, NJ

Achievements/Tasks

- Led growth of the digital content department from 3 to 11 people and managed team resources, including hiring and onboarding, project assignment and bandwidth management, providing performance assessments, and mentoring team members.
- Oversaw implementation of the Adobe Experience Manager CMS on client platforms, including content migration from TeamSite, development of new components and pages, and ongoing management of AEM-based content.
- Established content strategy for a new client welcome experience supporting TD Ameritrade's acquisition of rival brokerage Scottrade.
- Led the team through conversion to Agile and Kanban methodologies, and served as the product owner of the CMS Agile team.

WORK EXPERIENCE

MANAGER, DIGITAL CONTENT

TD Ameritrade

06/2012 - 04/2015

Jersey City, NJ

Achievements/Tasks

- Built a digital content team that was new to TD Ameritrade. Established content governance processes by creating new workflows for change requests, standardizing publication release protocols, and setting standards for regular reviews of live content.
- Provided content strategy deliverables for projects across the firm, such as project content plans, campaign strategies, structuring content for reuse, editorial guidelines, metadata recommendations, and navigation nomenclature.
- Migrated content to an updated version of the TeamSite CMS, which involved creating requirements for components, defining folder structures and naming conventions, and overseeing development of customized templates and capabilities.
- Led implementation of site search, including business oversight of Google Search Appliance setup, ongoing optimization of search performance, the expansion of search capabilities, and the eventual migration to Fusion/Solr.

ASSOCIATE DIRECTOR, UX AND CONTENT STRATEGY

Atmosphere BBDO

05/2011 - 06/2012

New York, NY

Achievements/Tasks

- Oversaw production of all content strategy and UX deliverables for clients such as **Alcoa, Citigroup, Emirates Airlines, Empire State, Marriott, Visa**.
- Managed team of content strategy and UX contractors. Participated in personnel assessments, hiring, resource planning, and scheduling.
- Led collaboration between UX, creative, and production resources.

CONTENT STRATEGIST

Atmosphere BBDO

08/2007 - 05/2011

New York, NY

Achievements/Tasks

- Produced content strategy, UX, and creative deliverables for a wide range of agency clients, including **Conservation International, DHL, FedEx, Frito-Lay, Hertz, Qualcomm**, and several firms in the **Johnson & Johnson** family of companies.
- Led discovery efforts through stakeholder interviews, content audits, competitive analysis, and user journeys.
- Created content plans and wireframes to translate discovery findings, business objectives, and user needs into content requirements, functional requirements, gap analyses, taxonomy, and content recommendations.
- Devised channel-specific social media content strategies with conversation calendars and editorial guidelines that defined tone, voice, and syntax guidelines for copy.
- Wrote copy for large brand sites and social media campaigns.

AWARDS

2020 Circle of Champions award

TD Ameritrade

- Awarded to top performer in the digital business unit in 2020.

President's Club Awards

TD Ameritrade

- Quarterly award given to top performers in each business
- Received 5 awards between 2019 and 2021

EDUCATION

Graduate Study Fellowship Grant Award

Universität Heidelberg

Bachelor of Arts, German/Computer Science and Biology Minors

Bucknell University