

Content Coordinator: Your Content Empire

Content Coordinator (Content Operations & Automation Support)

Your Content Empire

I coordinate multi-client marketing funnel production across a diverse portfolio of industries including coaching, wellness, financial services, hospitality, and niche manufacturing businesses.

My role sits within a structured and largely automated content operations system, where I oversee workflow execution, manage content delivery across multiple client accounts, and ensure quality control across all stages of the marketing funnel.

Core Responsibilities

- Managed multi-client content production workflows within an automated Asana-based system, ensuring tasks, deadlines, and deliverables were tracked and executed across concurrent client accounts
 - Coordinated freelance writers, designers, and creative contributors within structured production pipelines
 - Oversaw automated workflow stages from briefing → drafting → editing → approval → final delivery
 - Reviewed and edited client-facing content for clarity, tone consistency, brand alignment, and conversion effectiveness prior to delivery
 - Supported the development and refinement of strategic messaging documents used to inform funnel and automation systems
 - Occasionally contributed original copy for client campaigns, including nurture sequences, sales emails, webinar scripts, and promotional assets when additional writing support was required
 - Created and formatted marketing assets in Canva for use across email campaigns and digital marketing channels
 - Provided light audio editing support for multimedia content as needed
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Systems, Templates & Marketing Infrastructure

My work operated within a structured ecosystem of reusable templates, frameworks, and automation-supported systems, including:

Strategy & Messaging Foundations

- Client Overview & Messaging Frameworks outlining brand voice, audience, and value proposition
- Brand Story and positioning documents
- Offer Dockets (Google Docs) defining positioning, structure, and conversion strategy
- Funnel Strategy overviews and high-level conversion planning documents
- Ideal Client / audience profiling documents

Funnel Architecture & Planning

- Funnel Mapping Documents (top-to-bottom customer journey design)
- Campaign Planning Documents (launches and evergreen funnel structures)
- Customer Journey Maps
- Lead Magnet Funnel Structures (opt-in → nurture → conversion pathways)
- Webinar Funnel Mapping (registration → live event → replay → sales sequence)
- Content Calendars and campaign scheduling systems

Content Production Briefs

- Standardized Content Brief Templates for writers and freelancers
- Email Briefs (nurture, sales, broadcast campaigns)
- Webinar Script Briefs and structured outlines
- Landing Page and Sales Page Briefs
- Ad Copy Briefs (where applicable)
- Video Script Briefs and promotional content outlines
- Creative Direction briefs for design and formatting teams

Email Marketing Systems

- Automated Nurture Email Sequences
- Sales Conversion Email Sequences
- Evergreen Funnel Email Flows
- Webinar Promotion Sequences (invite, reminder, replay, urgency emails)
- Launch Campaign Email Systems
- Re-engagement and audience revival sequences
- Broadcast email frameworks

Webinar Systems

- Webinar Run-of-Show (often Excel-based)
- Webinar Script Structures (hook → story → teaching → offer)
- Offer Stack breakdowns and conversion structure planning
- Timing and pacing frameworks for live delivery
- Replay funnel sequencing systems

Operations & Delivery Systems

- Asana workflow boards for multi-client task tracking and automation
- Standardized production pipelines (brief → creation → review → approval → publish)
- Task templates for repeatable freelancer workflows
- Editorial QA and content review checklists
- Approval workflows for internal and client sign-off
- File naming and version control systems

Branding & Creative Assets

- Centralized client Branding Folders used as source-of-truth for all creative execution, including tone guidelines, logos, colours, typography, and visual direction
- Canva templates for email graphics, lead magnets, and campaign assets
- Email design templates and reusable layout systems
- Webinar slide structure templates
- Light audio editing for promotional and multimedia content

Brand & Voice Adaptation

Delivered content across highly varied brand voices within structured systems, requiring rapid tonal switching between:

- Emotional, expressive wellness and coaching brands
- Structured, analytical financial service providers
- Lifestyle-driven hospitality businesses
- Niche manufacturing and service-based industries

This role required balancing operational precision, systems thinking, and creative adaptability within a fast-moving, automation-supported multi-client content production environment.

SAMPLE CORRESPONDENCE w CLIENTS

Client Approvals -via Asana

Hi Melinda!

We have the revised workshop content docs ready for your review:

- [LINK] YPF - Project Document #3 - Workshop Storyboard Template - Melinda - V02
- [LINK] YPF - Melinda - Salespage - Rapid Revenue Accelerator - V02
- [LINK] YPF - Melinda - Rapid Revenue Accelerator - Welcome Email + Check-in Email - V02

Please send your feedback by WED April 12th to avoid any project delays.


Here's some A's to your Q's:

- Recording: Yes, you can change your recording on the fly if you'd like. Polishing it at this stage, however, might make for a more streamlined on-brand product.
- How the existing slides fit in: I have noted in the storyboard the slide # of the existing slides where applicable. It still may be a bit daunting to follow, so keep in mind this is the copy phase; we will be entering the design phase next. And it'll be much easier to see how this all plays out. (And there's room for revisions in this phase).
- Sections to re-record: You mentioned you might like to do a fresh recording for the entire workshop. Ideally, a fresh recording would be my recommendation, but ultimately you'll make that call.
- Storyboard testimonials: I've popped in testimonials that seemed most relevant. Would be great to get a few course-specific testimonials and even a case study where applicable (you'll see these noted in the doc). Would make for a stronger pitch.
- Storyboard Intro/Outro: We've updated these sections in the storyboard. Welcome your feedback.

Any questions, let us know.


Thanks & happy long weekend!
The Content Empire Team

Projects

●  INBOX - CUSTOMER SERVICE

Hailey added to  INBOX - CUSTOMER SERVICE Apr 11, 2023 at 6:55am

Maria Fe Velasquez assigned to Hailey Dale Apr 11, 2023 at 6:56am

Maria Fe Velasquez moved this task from New - To Resolve/Respond to Assigned in  INBOX - CUSTOMER SERVICE Apr 11, 2023 at 6:56am

Hailey Dale assigned to you Apr 11, 2023 at 10:56am **New**

[Reply in Asana](#)

[Mark complete](#)



Hailey Dale assigned a task to you

[View in Asana](#)

Task

(For Review) Zena episode editing assignments

Assigned to	Due date
Jillian Mitchell	—

Description

<https://www.loom.com/share/f494866da1554c9981c10ed487319e77> (re: Zena) also 1 thing I didn't notice until after I finished video is that these folders you set up for the episodes are from your private Voxsana email address - can you make sure it's all hello@yourcontentempire.com? TY!

Projects

● WEEKLY DASHBOARD

Hailey Dale added to WEEKLY DASHBOARD Mar 6, 2023 at 7:04am **New**

Hailey Dale assigned to you Mar 6, 2023 at 7:05am **New**
