





Melody Rowan



Senior Copywriter, Director of Content & Strategy

Experienced copywriter passionate (and so jazzed) about translating complex tools and features into ooh-I-totally-get-it steps for users and connecting customers with brands they will love for life.

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 melodyrowan.com

 melody@melodyrowan.com

SKILLS + PASSIONS

- * Writing and Editing Copy for Web, App, Social, Blog, Shop, & Video
- * Content Planning & Strategy
- * Editorial Calendar Management
- * Developing Brand & Voice Guidelines
- * Developing & Presenting Pitch Decks
- * Editing, Assigning, & Managing Freelance Writers
- * Time Management & Communication
- * Highly Organized & Detail-Oriented
- * Creative & Collaborative
- * WordPress, SEO, Photoshop, Canva, Asana, Figma, Airtable, Google Suite
- * Affiliate Marketing + Other Fun Blog Stuff
- * My Rescue Pups, STR Host, Airstream Renovation, Earrings

RELEVANT EXPERIENCE

- * 15 years of experience writing & editing audience-focused copy for print, websites, apps, social media, videos, emails, & blogs.
- * Worked closely with the CEO and CMO to create the style, tone, and brand personality for Sam Altman and Alok Deshpande's award-winning banking app, GoBank.
- * Spent five years remotely managing copy & visuals for eight shopping websites & seven blogs, focusing on interiors, travel, lifestyle, fashion, beauty, pets, and fitness.

EDUCATION

B.A. in Journalism with Emphasis in Public Relations, Minor in Spanish

University of North Texas

EXPERIENCE

Lead Copywriter at Row One Productions

5/2022 - Current

- * Writes and presents video scripts to clients, then edits to ensure stakeholders approve.
- * Edits pitch presentations.
- * Works closely with CEO to write & submit for grants.
- * Live "Tweeted" 25th anniversary "Office Space" event for The Hollywood Reporter.

Experience (Cont.)

Owner + Shop Curator at ShopMelodyRose.com

9/2023 - Current

- * Launched accessories boutique and thoughtfully fills shop with joyful items made by makers I love.
- * Designed & runs ShopMelodyRose.com via Shopify.
- * Snaps and edits product photos using Photoshop, Afterlight, and PhotoRoom, then adds them to website and social media.
- * Creates product pages and writes copy for each earring and accessory + customer emails.

Director of Content at Blender Networks

11/2017 - 5/2022

- * Gave eight shopping websites a makeover by updating website copy, redesigning look & feel, creating brand and copy style guides, and launching blogs for each website.
- * Wrote and edited blog posts about interiors, fashion, fitness, travel, beauty, and pets.
- * Managed editorial calendar and developed new ways to manage content and deadlines.
- * Worked with sales team to develop revenue-generating content partnerships.
- * Led brainstorming and content meetings.
- * Managed, empowered, and uplifted Website Manager, Social Media Manager, Influencer Marketing Manager, and Freelance Blogger.
- * Worked closely with CTO and COO to create the Added Influence app and website, including developing target personas and writing copy for website, app, error messages, FAQs, and video.

Digital Copywriter at Drumroll

2/2016 - 7/2017

- * Wrote video scripts for multiple Microsoft Store videos and worked as script supervisor and talent director on set.
- * Worked closely with designers to create a rich content library full of engaging social media content to support Capital One.

Senior Copywriter + Marketing Manager at Green Dot + GoBank

3/2012 - 2/2016

- * Worked closely with the CEO and CMO to create the style, tone, and brand personality for Sam Altman and Alok Deshpande's banking app and website called GoBank.
- * Wrote copy for app, website, FAQs, error messages, customer service scripts, blog posts, emails, social media, and video.
- * Led copy and app features through legal, compliance, and other stakeholder approvals.

Community Manager at Yelp

7/2008 - 8/2009

- * Introduced the site to a new city by meeting with local media, business owners, and prospective users as the first Dallas Community Manager.
- * Led successful weekly online and IRL marketing campaigns that brought in new contributors & tripled the online newsletter subscriber rate.
- * Wrote entertaining weekly newsletters with high open and click-through rates.
- * Nurtured, grew, and encouraged the online community, resulting in a vibrant group of reviewers actively participating on the site.