

Melody Rowan

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Portfolio: MelodyRowan.com

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Summary

Creative copywriter with over 10 years of agency, in-house, corporate, and start-up experience writing, editing, and managing audience-focused copy for print, websites, apps, blog posts, social media posts, email campaigns, and video scripts.

Skills

- Writing, editing, and managing copy for a variety of mediums
- Content planning & strategy
- Editorial calendar management
- Developing brand guidelines
- Developing and presenting decks
- Onboarding, assigning, and editing freelance writers
- SEO optimization & WordPress
- Content reporting & analysis
- Creative & collaborative
- Organized & detail-oriented

Certifications

- Social Media Marketing, August 2024
- HubSpot SEO Certification, May 2024
- Creating a Communications Strategy, July 2023

Education

University of North Texas - Journalism Major with Emphasis in PR, Minor in Spanish

Experience

Row One Productions - Lead Copywriter May 2022 - Present

- Drafts and presents video scripts to clients, then edits to ensure stakeholders approve.
- Writes and edits pitch presentations and grant applications.
- Live Tweeted 25th anniversary “Office Space” event for The Hollywood Reporter.

Blender Networks - Director of Content and Strategy Nov 2017 - May 2022

- Gave eight lifestyle websites makeovers by updating website copy, redesigning look and feel, creating brand and copy style guides, and launching blogs for each website.
- Developed and executed a content strategy from scratch based on marketing goals.
- Wrote and edited copy for websites, blogs, emails, and social media focusing on fashion, fitness, travel, beauty, home, and pets.
- Optimized content for SEO to improve search engine rankings and drive organic traffic.
- Monitored and analyzed content performance metrics, making data-driven decision to improve engagement and conversion rates.
- Managed editorial calendar and developed new ways to manage content and deadlines.
- Worked with sales team to develop revenue-generating content partnerships.

- Worked closely with CTO and COO to create the Added Influence app and website.
- Led brainstorming and content meetings.
- Managed, empowered, and uplifted a team consisting of a Website Manager, Social Media Manager, Influencer Marketing Manager, and Freelance Blogger.

Drumroll - Digital Copywriter Feb 2016 - June 2017

- Wrote video scripts for multiple Microsoft Store videos and worked as script supervisor and talent director on set during video shoots.
- Worked closely with designers to create a rich content library full of fresh, non-bank-y content to support Capital One's Orange Bowl and March Madness campaigns and unveiling of their Capital One Cafés.

Green Dot/GoBank - Senior Copywriter & Marketing Manager Mar 2012 - Feb 2016

- Worked closely with the CEO and CMO to create the style, tone, and brand personality for Sam Altman and Alok Deshpande's award-winning GoBank app and website.
- Wrote copy for app, website, FAQs, error messages, customer service chat prompts and scripts, marketing emails, social media, and video scripts.
- Created marketing emails and blog and social media posts to support marketing campaigns with Project Runway, Uber, Turbo Tax, and Barnes & Noble.
- Led copy and app features through legal, compliance, and other stakeholder approvals.

Loopt - Marketing Manager May 2011 - March 2012

- Enveloped Sam Altman and Alok Deshpande's Loopt app into the heartbeat of three new cities (and brought in new users and subscribers) by talking to anyone and everyone about Loopt at local events and signing them up for our newsletter.
- Interviewed local tastemakers and included them in weekly email newsletters.
- Managed social media presence for each city.

NBC Universal (Ben Leventhal's The Feast) - Play Editor Nov 2010 - May 2011

- Launched a multi-city local lifestyle website with a tiny, but mighty team.
- Wrote posts about nightlife, restaurants, and shops, then shared them on social media to bring in new readers.
- Filmed and edited videos and photos after interviewing local business owners and touring musicians including Toro y Moi, Hayes Carll, and Girl Talk.