

Melody Rowan

Phone: 281-881-3815 Email: Melody@MelodyRowan.com

Portfolio: [MelodyRowan.com](https://www.melodyrowan.com) LinkedIn: <https://www.linkedin.com/in/melodyrowan/>

Summary: Experienced copywriter passionate about connecting people with brands and products they will love for life.

Education: University of North Texas - B.A in Journalism with emphasis in PR, Minor in Spanish

Professional Experience:

Pace Communications - Senior Editor Jan 2025 - Present

- Writes scroll-stopping copy for social, paid ads, podcasts, and web
- Shapes campaign ideas with a social-first lens and keeps copy sharp and on-brand
- Collaborates, brainstorms, and swaps dog photos with art director partners

Shop Melody Rose - Shop Owner & Curator Sep 2023 - Present

- Launched online earring and accessory boutique and carefully filled the shop with joyful items handmade by makers I love and admire
- Designed and 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
- Runs marketing and social media for shop including creating Reels and other IG content
- Creates visually appealing marketing content using Canva

Mustache Melrose - Commerce Writer, Blogger Oct 2014 - Present

- Launched a lifestyle website about fashion, home décor, travel, food, and fun
- Writes, edits, and publishes blog posts at MustacheMelrose.com
- Uses SEO and data to analyze and optimize content
- Brainstorms and plans content for the year based on marketing goals
- Designs posts and visuals using Photoshop and Canva
- Customizes design and content for WordPress site
- Promotes posts on social media

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

- Gave eight shopping websites a makeover by updating website copy, redesigning look and feel, creating brand and copy style guides, and launching blogs for each website
- Wrote and edited blog posts about fashion, fitness, travel, beauty, home, and pets
- 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, including writing copy for website, app, error messages, FAQs, and video scripts

- Led brainstorms 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 banking app and website called GoBank
- Wrote copy for app, website, FAQs, error messages, customer service chat prompts and scripts, marketing emails, social media, and video scripts
- Created marketing emails, 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 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
- Filmed and edited videos and photos after interviewing local business owners and touring musicians including Toro y Moi, Hayes Carll, and Girl Talk

Yelp - Community Manager July 2008 - August 2009

- Introduced the (once unknown!) online review 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 and 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
- Hosted and coordinated monthly events including booking venues and managing budgets, timelines, and on-site logistics