

## Melody Rowan

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### SUMMARY

Experienced copy leader passionate (and totally jazzed) about building brand voices and connecting people with products they'll love for life.

With 10+ years across B2B, B2C, startups, and agencies, I specialize in turning complex products into clear, emotionally resonant messaging that drives both performance *and* personality. I've led copy across campaigns, product, lifecycle, and brand systems—building voices from scratch and scaling them across teams, channels, and global markets.

I'm as comfortable shaping high-level messaging architecture as I am writing ads, headlines, and emails that convert. Known for turning challenges into opportunities and bringing positive energy, strong collaboration, and forward momentum to fast-moving teams.

### CORE SKILLS

- Brand voice development
- Integrated campaign concepting (paid, web, email, product)
- Performance copywriting (Meta, Google, LinkedIn, CRM)
- Copy team leadership & mentorship
- Editorial systems and workflows
- UX/product copywriting
- Cross-functional leadership (Growth, Product, Brand, Legal)
- AI-assisted copy development & optimization
- SEO content optimization

### EXPERIENCE

#### **Auctane — Senior Manager, Copywriting** Jan 2026 – Present

- Leads copy across brand, product, lifecycle, paid media, and web—owning work from early concept through final execution
- Builds and continues to evolve a unified brand voice across multiple products
- Turns complex shipping solutions into messaging that feels clear and human
- Partners with Growth, Product, Design, SEO, and Engineering to ensure copy is both strategically aligned and high performing
- Manages and mentors writers and multiple external agencies, raising the bar on craft, clarity, and consistency
- Implements AI-assisted workflows to speed up ideation and iteration—without sacrificing quality or brand integrity
- Uses performance insights to continuously refine and strengthen messaging

#### **Pace Communications — Senior Editor** Jan 2025 – Dec 2025

- Wrote scroll-stopping copy for social, paid ads, podcasts, and web
- Shaped campaign ideas with a social-first lens and kept copy sharp and on-brand
- Collaborated, brainstormed, and swapped dog photos with art director partners

**Row One Productions - Lead Copywriter** May 2022 – Jan 2025

- Wrote engaging video scripts for clients, aligning concepts with brand voice and campaign goals
- Led live event coverage on X for The Hollywood Reporter's *Office Space* event

**Shop Melody Rose — Founder & Creative Lead** Sep 2023 – Present

- Built and launched e-commerce brand from concept to execution, including brand voice, positioning, and storytelling
- Writes all product, email, and social copy across brand channels
- Directs creative strategy and content development across marketing and visual identity

**Blender Networks — Director of Content & Strategy** 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 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 – Jun 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

**EDUCATION**

University of North Texas | B.A. Journalism (Public Relations Emphasis) | Minor: Spanish