

Melody Rowan

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

Airbnb Superhost | [298 Five-Star Reviews](#)

Portfolio: MelodyRowan.com LinkedIn: <https://www.linkedin.com/in/melodyrowan/>

SUMMARY

Strategic communications, content, and community leader with 15+ years of experience building brands, growing engaged communities, and driving product adoption. Known for translating complex products and policies into clear, human-centered messaging that builds trust, engagement, and loyalty.

CORE SKILLS

- Strategic communications & messaging
- Community engagement & growth
- Product marketing & feature launches
- Brand voice development
- Customer lifecycle communications
- Email, social & in-product content
- Cross-functional leadership
- Campaign strategy & execution
- User research & audience insights
- Executive & stakeholder communications
- Editorial strategy
- AI-assisted content workflows

EXPERIENCE

ShipStation / 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, and SEO to ensure copy is both strategically aligned and high performing
- Mentors writers and 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, video, and web for Truist, Wells Fargo, First Citizens Bank, and Brighthouse Financial
- Collaborated, brainstormed, and swapped dog photos with art director partners

Blender Networks — Director of Content & Strategy Nov 2017 – May 2022

- Led content and editorial strategy across eight consumer-facing shopping and lifestyle websites focused on fashion, fitness, travel, beauty, home, and pets

- Developed brand voice systems, copy guidelines, editorial standards, and content frameworks across multiple brands
- Built and managed editorial calendars, publishing workflows, and cross-functional content operations
- Partnered with executive leadership, sales, and product stakeholders on strategic messaging and revenue-generating brand partnerships
- Collaborated with CTO and COO to develop messaging and UX copy for the Added Influence app and website, including onboarding flows, FAQs, product messaging, scripts, and customer communications

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
- Partnered with designers to create a rich content library full of fresh, non-bank-y content to support Capital One

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 customer-facing messaging across app UX, website, onboarding flows, FAQs, support content, marketing campaigns, lifecycle communications, and social
- Collaborated cross-functionally with product, engineering, legal, and compliance teams to ensure clarity, consistency, and regulatory alignment
- Helped make complex financial concepts feel approachable, intuitive, and human through clear, customer-centered language
- Led copy and app features through legal, compliance, and other stakeholder approvals

Loopt — Community Manager May 2011 – March 2012

- Helped launch Loopt in new markets through grassroots community-building, partnerships, events, and local marketing initiatives
- Produced newsletter, social, and community content highlighting local businesses
- Drove user acquisition and engagement through city-based community programs

Yelp — Community Manager July 2008 – August 2009

- Introduced Yelp to the Dallas market as the city's first Community Manager, building relationships with local businesses, media outlets, and users
- Planned and executed community events, local partnerships, newsletters, and marketing campaigns that grew engagement and newsletter subscriptions
- Cultivated a highly active contributor community through online and in-person engagement strategies

EDUCATION

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