

Melody Rowan

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SUMMARY

Content and copy leader with 15+ years of experience building content strategies, brand voices, and customer communications for fintech, SaaS, startup, agency, and consumer brands.

Experienced in translating complex products into clear, human-centered content that drives engagement, adoption, and business growth. Expertise includes content strategy, editorial planning, SEO, brand storytelling, sales enablement, and cross-functional leadership.

Known for combining strategic thinking with hands-on execution, fostering positive and collaborative team environments, developing high-performing teams, and creating content experiences that build trust and deliver measurable results.

CORE SKILLS

- Content strategy & editorial leadership
- Brand voice & messaging
- Customer research & audience insights
- Lifecycle marketing & HubSpot email
- SEO content strategy & optimization
- Sales enablement content
- Content operations & editorial calendars
- Cross-functional leadership
- Team management & mentorship
- AI-assisted content development through ChatGPT, Claude, & Gemini
- Campaign strategy & execution
- Performance analysis & optimization
- Copywriting & storytelling
- Canva, Figma, & Adobe
- Jira, ClickUp, Notion, AirTable, Asana, WordPress

EXPERIENCE

ShipStation Global — Senior Manager, Content & Copy Jan 2026 – Present

- Expanded role from leading Copy to overseeing both Content and Copy, managing a team of four, and helping shape customer communications across the buyer journey
- Develops content strategy and messaging frameworks supporting acquisition, onboarding, engagement, and retention initiatives
- Leads copy and content across brand, lifecycle, paid media, email, and web experiences
- Partners with Growth, Product Marketing, SEO, Design, Engineering, and Executive Leadership to align content initiatives with business goals
- Writes and optimizes emails in HubSpot, using customer insights, performance data, and testing results to improve engagement and conversion
- Supports SEO initiatives through content optimization and messaging improvements that increase discoverability and customer understanding
- Implements AI-assisted workflows using ChatGPT, Gemini, and Claude to accelerate ideation, iteration, and content production while maintaining brand quality
- Mentors team members and agency partners while establishing scalable processes, standards, and editorial workflows

Pace Communications — Senior Editor Jan 2025 – Dec 2025

- Wrote copy for social, paid ads, podcasts, video, and web for Truist, Wells Fargo, First Citizens Bank, Brighthouse Financial, and Mercedes-Benz
- 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

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

- Led content strategy, editorial planning, and brand development for a portfolio of lifestyle, shopping, and media websites
- Launched and managed blogs, editorial calendars, content workflows, and voice and visual guidelines across multiple brands
- Developed personas to guide content strategy and improve customer engagement
- Oversaw content creation across fashion, beauty, fitness, travel, home, and pet-focused properties and developed visual assets using Adobe Photoshop and Canva
- Created revenue-generating content partnerships with brands including Chewy, DSW, and lululemon
- Partnered with COO and CTO to develop Added Influence, writing website, app, UX, support, and marketing content
- Managed a cross-functional team, including social media, influencer marketing, website management, and freelance contributors

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
- 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 voice, tone, and brand personality for Green Dot's mobile banking product, GoBank
- Wrote content for the app, website, onboarding flows, FAQs, error messages, customer support experiences, marketing emails, social media, and video scripts
- Created lifecycle email, onboarding, educational, and support content that helped customers understand and adopt new financial products
- Developed marketing campaigns and content partnerships with brands including Uber, TurboTax, Barnes & Noble, and Project Runway
- Partnered with Product, Customer Service, Compliance, Legal, and Marketing teams to improve customer communications and overall user experience
- Led copy and app features through legal, compliance, and stakeholder review processes while maintaining clarity and brand voice

EDUCATION

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