

Melody Rowan

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SUMMARY

Copy leader with 15+ years of experience building brand voices and creating customer-focused copy for startups, fintech, SaaS, lifestyle, and consumer brands. Hands-on writer skilled at translating complex ideas into clear, human language for web, product, lifecycle, paid media, social, video, UX, and integrated campaigns. Startup-minded and collaborative, with a knack for shaping strategy, developing messaging, providing feedback, and creating positive environments where writers and agency partners feel supported in doing their best work.

CORE SKILLS

- Brand voice, tone, and messaging
- Copywriting and storytelling
- Creative and campaign strategy
- Web, app, product, and UX copy
- Lifecycle, email, and CRM
- Paid media and social
- Voice, tone, and grammar guidelines
- Editing and copy review
- Agency and freelance management
- Cross-functional collaboration
- Team leadership and mentorship
- AI-assisted creative workflows
- SEO and content optimization
- Figma, Canva, Adobe, Jira, ClickUp, Notion, Airtable, Asana, WordPress

EXPERIENCE

ShipStation - Global Senior Manager, Content & Copy Jan 2026 - Present

- Leads the Copy and Content team while remaining hands-on, writing copy for brand campaigns, paid social, web, email, lifecycle, video, and other customer touchpoints.
- Owns and evolves brand voice and tone guidelines, messaging standards, and copy processes to create a more consistent customer experience across channels.
- Partners closely with Brand, Growth, Product Marketing, SEO, Design, and Executive Leadership on campaigns, positioning, messaging, and customer communications.
- Partners with Growth, Product Marketing, SEO, Design, Engineering, and Executive Leadership to align content initiatives with business goals
- Writes and optimizes marketing emails in HubSpot using customer insights, performance data, and testing to improve engagement and conversion.
- Leads and mentors a team of four while reviewing work from internal writers and agency partners and providing actionable creative feedback.
- Implements AI-assisted creative workflows using ChatGPT, Claude, and Gemini to accelerate ideation and iteration while protecting brand quality and human creativity.

Cute Stays - Founder & Airbnb Superhost Jan 2021 - Present

- Launched and operates [two Austin short-term rentals](#), earning 320+ five-star Airbnb reviews by creating thoughtful, memorable guest experiences.
- Manages the end-to-end customer experience, from property listings and social media to guest communications, local guidebooks, recommendations, and operations.

Pace Communications - Senior Editor Jan 2025 - Dec 2025

- Wrote and concepted copy for social, paid media, podcasts, video, and web for Truist, Wells Fargo, First Citizens Bank, Brighthouse Financial, and Mercedes-Benz.
- Partnered closely with art directors and creative teams to develop campaign concepts and sharp, on-brand executions with a social-first lens.

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

- Led copy, content strategy, editorial planning, and brand development for a portfolio of lifestyle websites covering home, travel, fashion, beauty, fitness, and pets.
- Developed brand voices and guidelines, launched blogs, built editorial calendars and workflows, and managed freelance writers and cross-functional contributors.
- Created revenue-generating content partnerships with Chewy, DSW, and lululemon.
- Partnered with COO and CTO to launch new app, writing all product and marketing copy.
- 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 ads and worked as script supervisor and talent director on set.
- Partnered with designers to create engaging digital content for Capital One.

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

- Worked closely with the CEO and CMO to develop the voice, tone, and brand personality for GoBank, Green Dot's mobile-first banking startup.
- Wrote copy for every customer touchpoint, including app, website, onboarding, lifecycle email, push notifications, social, video, FAQs, error messages, and customer support.
- Developed key messaging, talking points, campaigns, and customer communications while helping ensure a consistent brand experience across channels.
- Partnered closely with Product, Design, Engineering, Customer Service, Compliance, Legal, and Marketing to translate complex financial products into clear, human language.
- Developed content partnerships with Project Runway, TurboTax, and Barnes & Noble.
- Led copy and product experiences through legal, compliance, and stakeholder reviews.

Yelp - Community Manager Jul 2008 - Aug 2009

- Joined Yelp during its early growth years as the first Dallas Community Manager, introducing the tech platform to a new market and building its local user community.
- Created weekly editorial and marketing campaigns, wrote high-performing newsletters, grew the contributor community, and helped triple newsletter subscribers.
- Represented Yelp with local media, businesses, and users while planning community events and supporting the brand both online and IRL.

EDUCATION

University of North Texas | B.A. Journalism, Public Relations Emphasis | Minor in Spanish