

Melody Rowan

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SUMMARY

Copy and creative leader with 15+ years of experience turning complex products and ideas into clear, compelling, human copy. Hands-on writer and strategic thinker with deep experience across financial services, fintech, SaaS, and consumer brands, including digital products, lifecycle communications, campaigns, and brand voice. Skilled at taking work from brief and concept through execution, collaborating closely with design and cross-functional teams, and using audience insights and performance data to make good ideas even better.

CORE SKILLS

- Copywriting, storytelling, & editing
- Financial services & fintech copy
- Web, app, product, & UX copy
- Brand voice, tone, & messaging
- Messaging frameworks & positioning
- Video scripts & storyboards
- Paid media & social
- Brand & voice guidelines
- Content strategy
- Audience insights & performance optimization
- Cross-functional creative collaboration
- Client & stakeholder presentations
- Team leadership & mentorship
- AI-assisted creative workflows
- SEO & content optimization
- Figma, Google Workspace, Microsoft Office, Slack, Canva, Adobe, Jira, ClickUp, Notion, Airtable, Asana, WordPress

EXPERIENCE

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

- Leads copy and content for web, email, video, paid social, and other digital ads.
- Owns and evolves brand voice guidelines and messaging standards.
- Partners with brand, growth, product marketing, SEO, design, and executive leadership teams to shape campaign concepts, positioning, messaging, and creative strategy.
- Turns briefs, audience insights, performance data, and business goals into creative concepts and clear, compelling copy that connects with customers.
- Manages a team of four and reviews work from agency partners.
- Writes and optimizes marketing emails in HubSpot using customer insights, performance data, and testing to improve engagement and conversion.
- Implements AI-assisted creative workflows using ChatGPT, Claude, and Gemini to accelerate ideation and iteration while protecting brand quality and human creativity.

Pace Communications - Senior Editor Jan 2025 - Dec 2025

- Developed social media, podcast, video, and blog content for Truist, Brighthouse Financial, Wells Fargo, and First Citizens Bank.
- Partnered with designers and strategists to turn briefs into strategic, on-brand creative.

- Presented creative concepts and copy to internal stakeholders and clients, incorporating feedback while protecting the strength of the work.

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

- Led copy, content strategy, and editorial planning for multiple lifestyle websites and blogs focused on home, travel, fashion, beauty, fitness, and pets.
- Developed brand voices, target personas, and style guidelines, built organized workflows, and managed a social media manager, content manager, influencer marketing manager, and freelance blogger.
- Worked closely with the sales team to create and execute revenue-generating content partnerships with brands including Chewy, DSW, and lululemon.
- Collaborated with the COO and CTO to launch a new app, creating the content strategy, launch plan, and writing product and marketing copy.

Drumroll - Digital Copywriter Feb 2016 - Jun 2017

- Partnered closely with designers to create social media content for Capital One.
- Wrote scripts for Microsoft Store videos and worked as script supervisor on set.

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

- Developed the brand personality for GoBank, Sam Altman's mobile-first banking app.
- Wrote copy for the app, website, email, social, video, FAQs, and customer support.
- Partnered with product, design, customer service, legal, compliance, and marketing teams to translate complex financial features into clear, human (and fun!) language.
- Managed social media for a Project Runway content partnership campaign.
- Led copy and product experiences through legal, compliance, and stakeholder reviews.

EDUCATION

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