

Melanie Gasmen-Fleck

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With 10+ years of experience concepting, writing, and editing for brands, I've sharpened my storytelling skills across every medium. I blend creativity with clear call-to-actions, crafting everything from scroll-stopping campaigns to clever game-night brain teasers.

EXPERIENCE

Associate Director, Copywriting/Story

MuteSix, Lunar Solar Group / July 2023 - Present

- Write emails & SMS for 10+ clients (at any given time) spanning all verticals
- All Senior Copywriter duties + managed the copywriting department's company-wide presence and cross-functional processes

Freelance Copywriter

June 2019 - Present

- Write editorial copy for Chronicle Books, including trivia and game decks
- Wrote email copy, web copy, and editorial content for the kids' magazine *Bravery* — sharing the stories of women who changed the world

Senior Copywriter

MuteSix / Jan. 2022 - July 2023

- All Copywriter duties, along with managing direct reports and copywriters' workflow
- Strategize full-funnel messaging for RFP decks and campaigns
- Write scripts for creative production shoots
- Write internal marketing copy for B2B projects and internal communication

Copywriter

MuteSix / Aug. 2020 - Dec. 2021

- Concept, write, and optimize performance-driven copy for paid social (including Meta and TikTok), emails, and landing pages for 100+ brands
- A few favorite clients: Health-Ade, Cuisinart, Fur, Elvie, Shef, and Crooked Media

Copywriter

Lime Crime / Sept. 2019 - May 2020

- Write, edit, and proof all copy for both print and digital
- Projects included:
 - Creative messaging and taglines for launches and promos
 - Website copy, paid social banners, emails, retailer copy, and product packaging

Associate Editor

Who's There Group, Knock Knock Editorial / March 2018 - May 2019

- Write, copy-edit, fact-check, and proofread books, stationery and catalogs; project-manage outside authors and freelancers
- Write SEO product copy, increasing organic traffic by 13%

Associate Digital Marketing Producer

Knock Knock / Feb. 2016 - March 2018

- Brainstorm and produce product-focused videos, blog content, and digital projects; manage freelance production teams

Marketing and Digital Coordinator

Knock Knock / June 2011 - Feb. 2016

- Write and manage all social media content (posts and videos) while growing followers, bringing in over \$35k in sales from channels
- Launch brand's blog; brainstorm, write, copy-edit, and photo-edit all posts, generating over \$11k in revenue

EDUCATION

Bachelors of Journalism

The University of Texas at Austin

SPECIALTIES

Digital & Direct Response

- Full-funnel copywriting & editing
- Proofreading
- Brand voice
- Paid social
- Email & SMS
- Product descriptions
- Long-form content (blogs & advertorials)
- SEO

Print & Editorial

- AP Style
- Chicago Manual of Style
- Product content
- Packaging copy

Admin Extras

- Project management
- Team management

Just for Fun

- My dream dinner guests include Michelle Tanner, Michelle Obama, and Michelle Yeoh.
- I produced an audiobook single-handedly.
- To win a bet, I read the entire *A Song of Ice and Fire* series over the course of three months.