



Ashley Mellen

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Summary:

Creative Director with 10+ years of experience building brands, leading high-performing teams, and crafting integrated campaigns that connect. I'm equal parts strategist and storyteller who is skilled at shaping brand identity, scaling content ops, and mentoring creatives across copy, design, and video. Whether I'm driving a brand refresh, launching a new product, or cleaning up clunky workflows with a little help from AI, I lead with clarity, creativity, and results. My work has led to triple-digit conversion lifts, a 140% increase in creative output, and stronger alignment between teams, channels, and goals.

Skills & Expertise:

- Brand Strategy & Campaign Development
- Creative Direction (Video, Digital, Print, Product)
- Cross-Functional Team Leadership (Copy, Design, Video)
- AI Tools & Workflow Optimization
- A/B Testing & Performance-Driven Creative
- Content Marketing & Global Localization
- Stakeholder & Agency Collaboration

Work History:

MoneyGram (Remote)

Creative Director | March 2024 to May 2025

- Led creative strategy across brand and marketing to evolve MoneyGram's identity and modernize its voice.
- Collaborated with design on a full brand refresh, building scalable, elevated guidelines.
- Boosted creative asset production by 140% by streamlining workflows and integrating AI tools while elevating quality.
- Managed and mentored a cross-functional team of designers, copywriters, and video producers.
- Oversaw campaign execution from brief to launch, tailoring creative across global markets and platforms.
- Partnered with internal stakeholders and agency teams to ensure creative aligned with business goals.

Associate Creative Director - Copy | January 2022 to February 2024

- Defined and upheld a consistent brand voice across all touchpoints, mentoring copywriters and shaping messaging strategy.
- Created content for web and app experiences, adapting voice and tone for a wide range of audiences, like customers, agents, and partners across regions.
- Improved turnaround and collaboration by building scalable workflows and reducing feedback loops.
- Drove digital engagement with messaging rooted in user insight and brand storytelling.

Senior Copywriter | March 2020 to January 2022

- Developed and documented the global brand voice, ensuring consistency and clarity across channels.
- Wrote copy for end-to-end customer experiences across MoneyGram's marketing, website, and mobile app.
- Collaborated with design, legal, compliance, and product teams on clear, compliant, conversion-focused content.

McAfee (Plano, TX)

Copywriter & Campaign Manager | August 2018 to January 2020

- Created content strategy and wrote copy for trial-to-paid email flows, increasing conversion by 104%.
- Served as the glue between content, design, and marketing to drive creative strategy and ensure cohesion.
- Helped reposition the brand through audience-aligned campaigns that brought empathy, clarity, and focus to storytelling.

Publicis Hawkeye (Dallas, TX)

Copywriter | August 2017 to August 2018

- Wrote long- and short-form content for digital and print campaigns in the financial space.
- Partnered with art directors and account teams to deliver work that was on-brand, strategic, and compliant.

Tandem Theory (Dallas, TX)

Copywriter & Content Planner | April 2016 to August 2017

- Planned and executed a Black Friday campaign for a national retail client, resulting in a 107% lift in foot traffic.
- Developed multichannel content strategies across lifestyle, restaurant, and retail brands, blending editorial storytelling with sales goals.
- Directed and styled photo and video shoots, working closely with creative teams and clients to bring brand concepts to life across digital, print, and in-store placements.
- Delivered messaging, wireframes, and creative concepts rooted in consumer insights and visual storytelling.

Splash Media (Addison, TX)

Social Media Specialist | August 2014 to March 2016

- Owned social strategy and content creation for healthcare, CPG, and transportation clients.
- Ran paid and organic social campaigns that drove growth and visibility.
- Built editorial calendars and created platform-native content tailored to each brand and audience.

Education:

- *University of North Texas* — M.A., French | 2019
- *University of Oklahoma* — B.A., Public Relations & French | 2014