

# MELANIE NEFF

Las Vegas, NV

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## SENIOR ECOMMERCE COPYWRITER & CONTENT STRATEGIST

Journalism-trained senior ecommerce copywriter with 20+ years of experience delivering high-volume, revenue-driving digital content. Specialize in SEO-driven product ecosystems, lifecycle email marketing, paid media copy, and conversion-focused web strategy. Thrive as a senior individual contributor partnering with growth-focused teams to execute at speed and scale.

## CORE EXPERTISE

Ecommerce Product & Category Copy  
SEO Strategy & Long-Form Content  
Lifecycle Email Marketing  
Paid Search & Social Media Copy  
Conversion-Focused Web & UX Writing  
Brand Partnerships & Revenue Content  
High-Volume Copy Production  
Cross-Functional Collaboration

## PROFESSIONAL EXPERIENCE

### **Avery Products Corp. – Remote Senior Copywriter / Content Specialist**

March 2011 – December 2025

- Led SEO-driven ecommerce copy across 500+ pages and thousands of SKUs, supporting sustained organic growth and conversion.
- Owned messaging for new product launches across product, category, landing, blog, and UX copy.
- Developed lifecycle email campaigns (220M+ annual sends), driving measurable engagement and revenue growth.
- Built and scaled company blog, driving 50% YoY growth and contributing to \$2.5M+ in ecommerce revenue within four years.
- Produced partnership content supporting collaborations driving 53.5% average new-to-brand acquisition.
- Built scalable content systems supporting new ecommerce category expansion.
- Partnered cross-functionally to deliver polished copy under tight deadlines while integrating AI-assisted workflows.

**Crittenden Research – Laguna Hills, CA**

**Senior Real Estate Finance Editor**

June 2003 – February 2011

- Produced premium B2B editorial content (annual subscriptions \$1,500+) for senior executives and institutional professionals.
- Wrote and edited newsletters, white papers, research reports, and direct-response email campaigns.
- Managed high-volume editorial production during print-to-digital transition while maintaining rigorous quality standards.

**Los Angeles Times – Los Angeles, CA**

**Sports Editor**

June 1994 – May 2003

- Edited and published national sports coverage under daily deadline pressure.
- Wrote features and weekly columns for a major national newspaper.
- Contributed to early digital transition initiatives, including live scoring and real-time web updates.

**EDUCATION**

University of Southern California

Journalism Emphasis