

# Renie Simone

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## EXPERIENCE

### **Discover Hope, Remote** — *Content Writer and Editor*

MAR 2019 - PRESENT

I write, revise, and peer edit informative content; targeting parents of young children for Discover Hope's new membership program. Projects range from producing parental guides and press releases, to editing social media posts, email campaigns, and web copy.

### **Gratis Labs, Inc., San José, CA** — *Marketing Strategist Intern*

JAN 2018 - MAY 2019

Initiated multiple marketing campaigns which resulted in an overall growth of 800% in overall traffic and increase in followers. Optimized and scheduled social media posts to attract college students struggling with food insecurity. I arranged for Gratis' Founder to speak about food waste at LA's annual Foodie Con.

### **Fizz Communications, L.A., CA** — *Social Media Ambassador*

2016

Revised brand persona to appeal to target segments by creating attractive and relevant profile and cover photos, bios and social media channel strategies. Increased fan engagement on posts to an average 10% by creating captivating and relevant written and visual content published across social media platforms.

## EDUCATION

### **San José State University, San José, CA** — *B.A. in English*

SEP 2016 - MAY 2018

## PROJECTS

### **Reed Magazine, SJSU** — *Web Designer and Editor*

AUG 2017 - MAY 2018

Lead the web team to develop Reed's second website using Wix's backend support, and collaborated with the marketing team on campaigns and brand consistency. Launched and marketed the website using a combination of social media and traditional campus marketing. I was also part of the Non-Fiction editorial team to carefully select, critique, and publish submissions for Reed's 150th issue.

## HIGHLIGHT

Storyteller skilled in leveraging the power of long and short copy to increase brand awareness and grow revenue. Adept at creating highly targeted content that tells your story and drives traffic to your site.

## SKILLS

Content Creation, CMS, Project Management, Brand Consistency

Market Research, Analytics, SEO, Social Media Marketing

User Experience and Interface Knowledge

Proofreading, Line by Line, Rewrite, Consultation

Content, Copy, Press Release, Chat Bot, Descriptions, Emails, Creative

## LANGUAGES

English US/UK, Beginners Spanish, ASL