

Renie Simone

WORK EXPERIENCE & PROJECTS

In a nutshell...

Role

Copywriter,
Brand & Campaign Lead

Focus

Campaign Development
Brand Voice & Naming
Content & Social Strategy
Art Direction

Works With

Aufguss USA · Design for
Leisure · Hollywood Sign Trust
· KLAFS USA · CV Strategies ·
Reed Magazine

I made sauna a spectator sport.

Everyone assumed the problem was persuasion. It wasn't. Americans had never heard the word *Aufguss*. The problem was introduction. So I stopped explaining sauna/löyly and called it theater.

My methods can be applied everywhere, whether it regards german sauna rituals, hydrothermal design, or even a hundred years of Hollywood Sign history.



Copy Highlights

AUFGUSS USA:
CAMPAIGN PLATFORM

Where sauna becomes performance.
Nobody had a category for a German sauna ritual. So our slogan explained it simply.

The hottest show in town.
Times Square billboard concept slogan.

SCRIPT

“This is not just sauna. This is storytelling through heat, scent, music, and movement.”
“While it's serious for our performers, all you're required to do is open your heart to the experience.”
MC script for the 2026 nationals, written for the host. The audience had never watched an Aufguss, so the script had to teach them how.

CITY OF INDIO:
OP-ED

Why food truck permits are the key to culinary bliss.
A permit ordinance, written for the person who wants to open a food truck.

COLLEGE OF THE DESERT:
PRESS RELEASE

Coachella Valley professor awarded NASA research grant	<i>Draft</i>
NASA awards prestigious research grant to astronomy department	<i>Draft</i>
College of the Desert awarded NASA grant for Mars regolith study	<i>Recommended</i>
College of the Desert awarded M-STAR grant funding by NASA	<i>Published</i>

Framed three ways: the person, the institution, the science. The third ran, with the grant's official name swapped in.

Work Background

I co-founded Aufguss USA and built its brand. The problem wasn't convincing Americans to try a German sauna ritual. It was that they had no category for it. They do have one for theater, so that's where we put it: where sauna becomes performance. On event signage, in film, on social media, and more.

At CV Strategies I wrote for roughly twenty public agency clients at once. Water districts had jargon, tourism bureaus had data, and both arrived as information that meant nothing to the person receiving it. The job was the same either way: work out what the reader needed to do with the information, and write just that.

Before this: literary editorial at Reed Magazine, B2B content at Gratis Labs, and years of teaching, which is where it all started.

Categories:

Copy Copywriting · Concepting · Editorial & Copyediting · Ghostwriting · Naming

Campaigns Campaign Development · Concept & Platform · Out-of-Home · Event Marketing · Community Engagement

Brand Brand Development · Brand Identity & Voice · Art Direction · Design Direction

Production Web · Print & Collateral · Video & Motion · Editing

Aufguss USA

A hot room. Men and women sitting close on wooden tiers, waiting. The master sets down the aromatic snowball, tips the ladle, and the water runs over the coals. Steam climbs. He works the towel in slow circles and the heat comes at them in waves, and they take it, and the small room holds them all, breathing the same scalded air together, and for a few minutes nobody in the room is a stranger. *That's Aufguss.*



Snapshot:

Project Type	Copywriting, Brand Campaign, Out-of-Home, Event Signage, Event Directing
Date	2024-Present
Deliverables	Step-and-repeats, roll-up banners, event signage, out-of-home concepts, website, logos, social media assets.
Role	Co-Founder, Brand & Copy Lead
Location	New York City, NY
Link	AufgussUSA.com

Aufguss USA (cont.)

Aufguss is a ritual performance: a sauna master guides a room through an ethereal journey of heat, aroma, light, and choreography. In Germany, it fills venues. In the US, almost nobody knows it exists.

Aufguss USA was founded by three of us to change that. Audiences and media had never heard of Aufguss, or of sauna masters, and America's bathing culture sits at a real distance from Europe's. Before anyone could want it, they had to understand it.

"Where sauna becomes performance" carried across event signage, banners, film, social, and out-of-home, from a Times Square billboard concept down to the certificates handed to competitors.

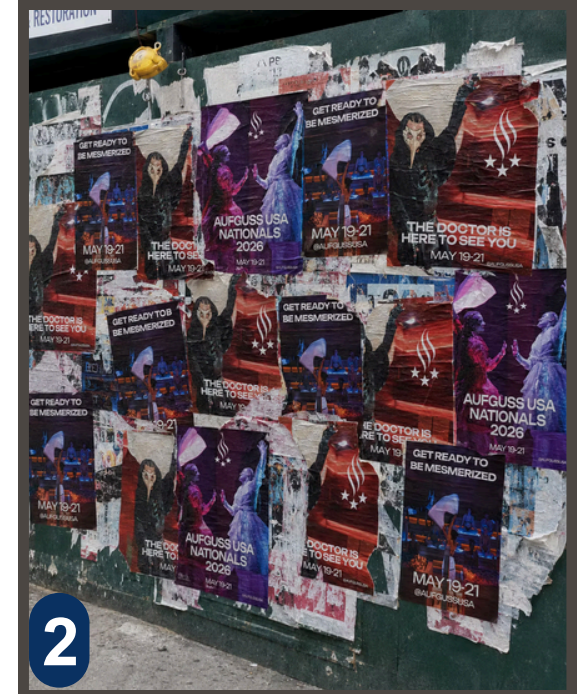
1. Concept: Times Square digital billboard.
2. Concept: wild postings.
3. Event merchandise: tees and totes carrying the 2026 identity.
4. Step-and-Repeat: Hosts, judges, sponsors.
5. Social campaign: post series across the competition run.
6. Team robes, 2026: identity and sponsors applied to garment.
7. Roll-up banner: campaign line, sponsors, welcome message.
8. Roll-up banner: reworked for sauna entrance pre and post show.



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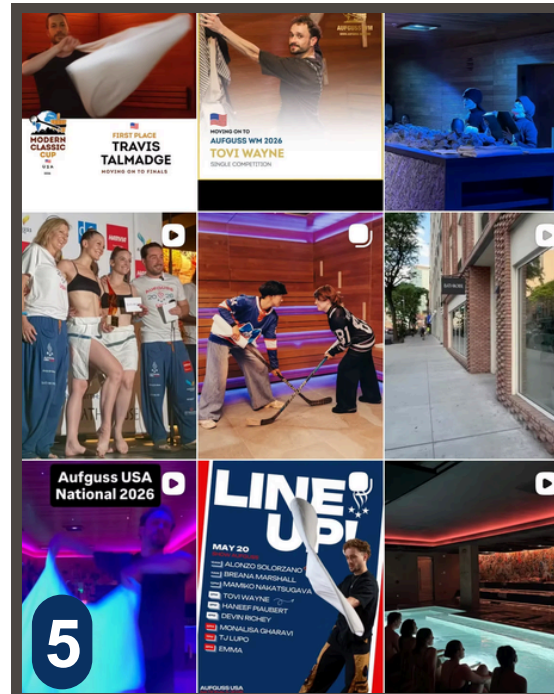
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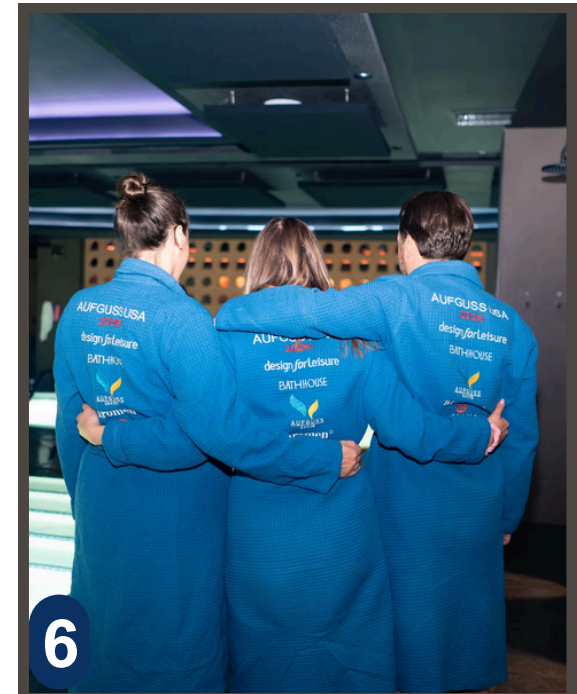
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Design for Leisure (DFL)

Design for Leisure is a hydrothermal spa specialist, designing and building European-style bathing environments for hotels, resorts, and private residences. They sell to owners, developers, and architects making seven-figure decisions about rooms most Americans have never set foot in.



Snapshot:

Project Type	Copywriting, Content Strategy, Social Media, Design
Date	2021-present
Deliverables	Social strategy and copy, competitive research, brand identity
Role	Copywriter & Brand Strategist
Location	Remote, USA
Link	DesignForLeisure.com

DFL (cont.)

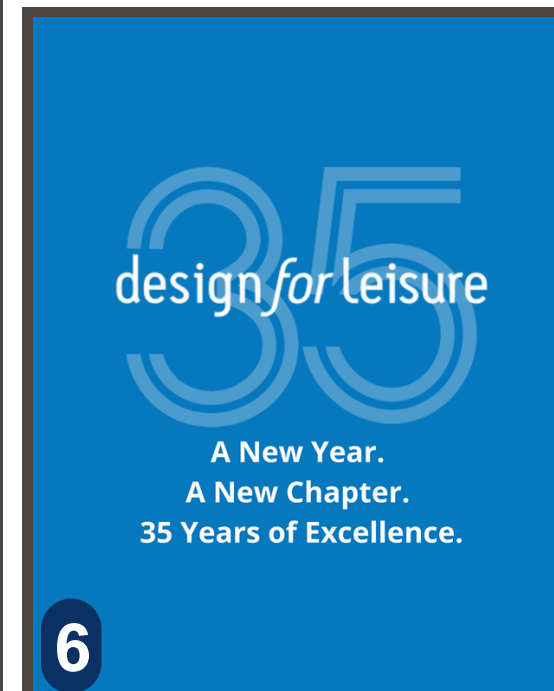
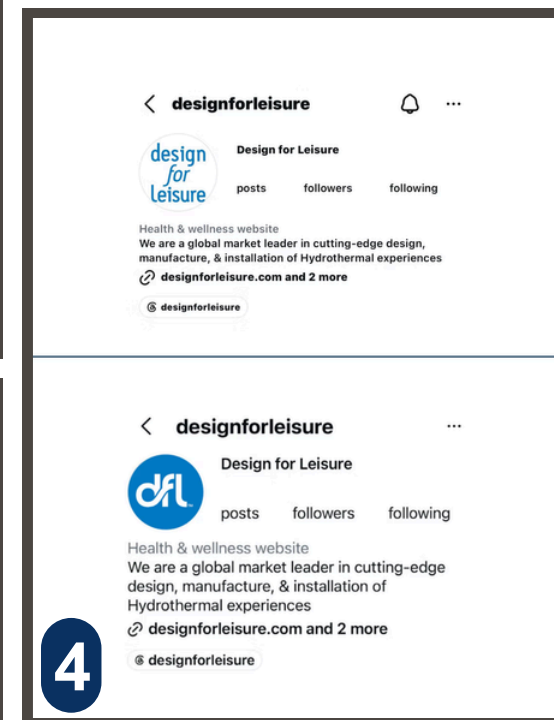
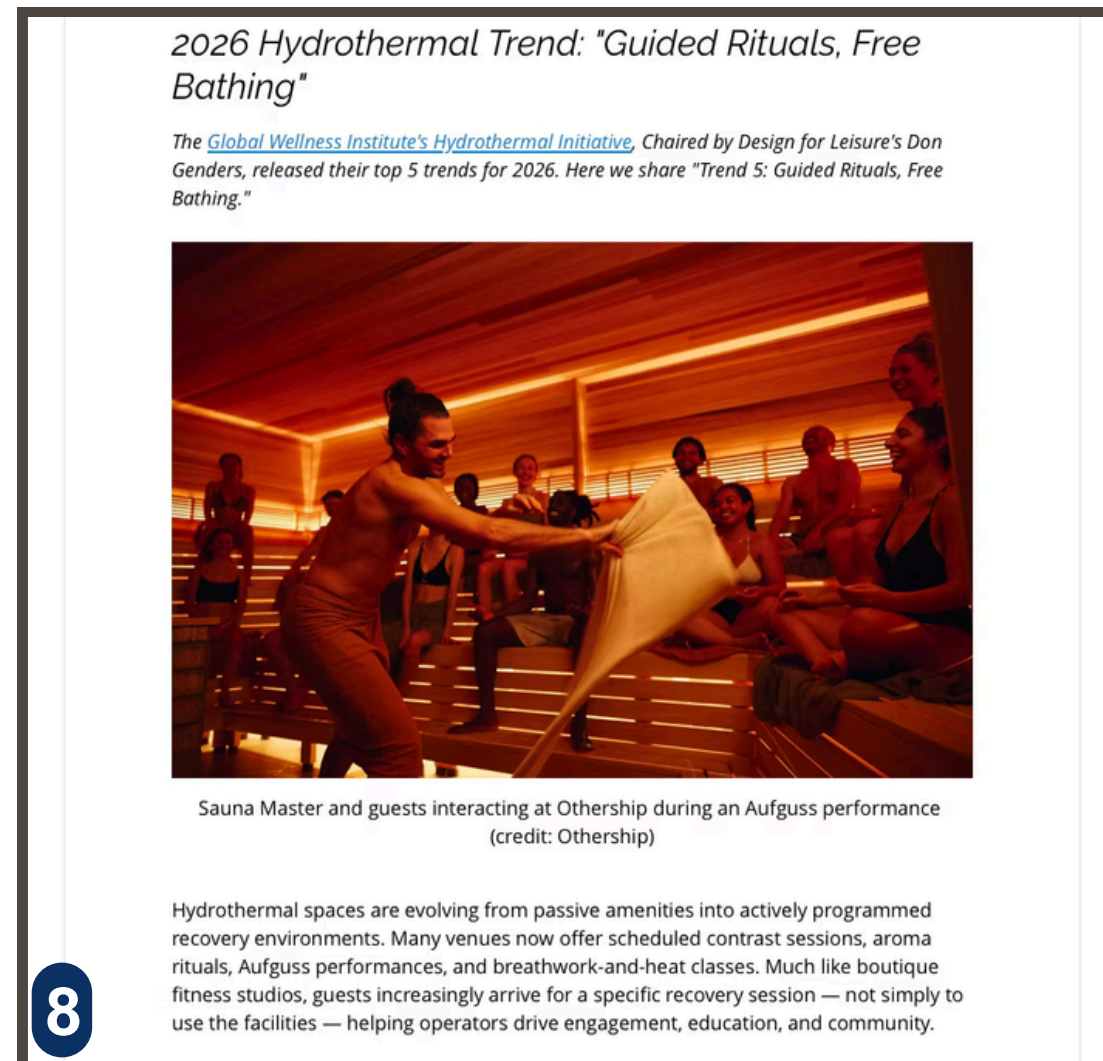
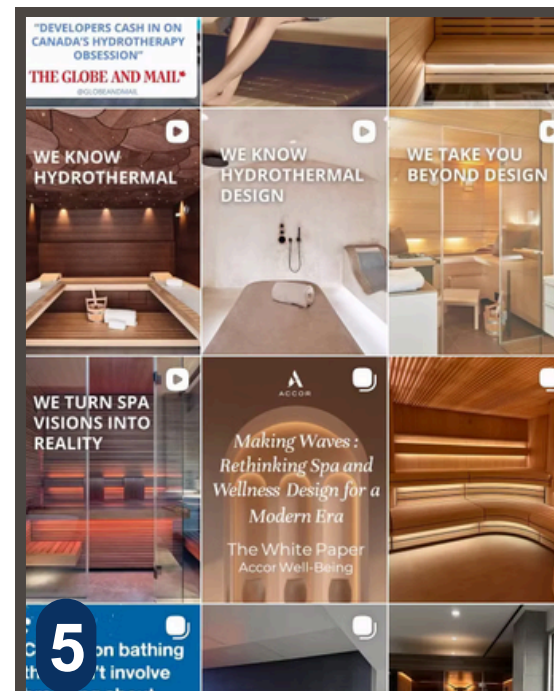
The homes we'd be selling were, by definition, not photographable. You can't shoot a private estate.

So we stopped trying. We showed the commercial builds and let homeowners imagine themselves in them. That reached both audiences at once, and surfaced a third we hadn't planned for: *bathers*. Americans curious about bathing culture with no idea where to begin. The answer turned out to be places they were already going: a Disney cruise or a local spa.

We started on Instagram and Facebook. The conversions came from LinkedIn, specifically the owner's, where personal connection did what brand posts couldn't.

In a category people have to understand before they can buy it, being taught by a person beats being marketed to by a company.

1. Social Post: Global Wellness Summit
2. Social Post: PR and media shoutout
3. Rebrand: Logos: Full lockup before and after
4. Rebrand: Instagram mockup
5. Social campaign: Hydrothermal initiative
6. Milestone Celebration: 35 years in business
7. Rebrand: Business card mockup
8. Blog: hydrothermal trend write-up. SEO-driven editorial built to catch people searching the category



DFL (cont.)

Brand Design: Logos

The 1991 mark had stood for thirty-four years. It was built for print and was failing everywhere the business now lived: illegible as an avatar, cramped on a card, unusable at small sizes. The thirty-five year mark was the occasion to rebuild it.

1991-2025



The letters sat inside a box.
The light script and the container both
worked at print size and nowhere else.

Early
Concepts



An early direction kept the frame but opened it.
Bolder, less contained. The font was wrong, so the
client agreed to start over, thinking out of the *box*.

2026
Finalized



I went back to *square* one and pulled the
elements that had served the client for
thirty-five years: curves, waves, fluidity.

Hollywood Sign Trust (HST)

The Hollywood Sign is one of the most photographed objects on earth and one of the least understood. Its history lives scattered across archives, news clippings, and personal memory: Hollywoodland, the restorations, the film moments, the people who've had their own encounters with it.



Snapshot:

Project Type	Copywriting, Campaign, Social Media, Community Engagement, Archival Research
Date	2021-present
Deliverables	Campaign concept, social content series, public submission program, archival research
Role	Marketing Manager & Co-Creator: Time Capsule
Location	Hollywood, CA
Link	HollywoodSign.org

HST (Cont.)

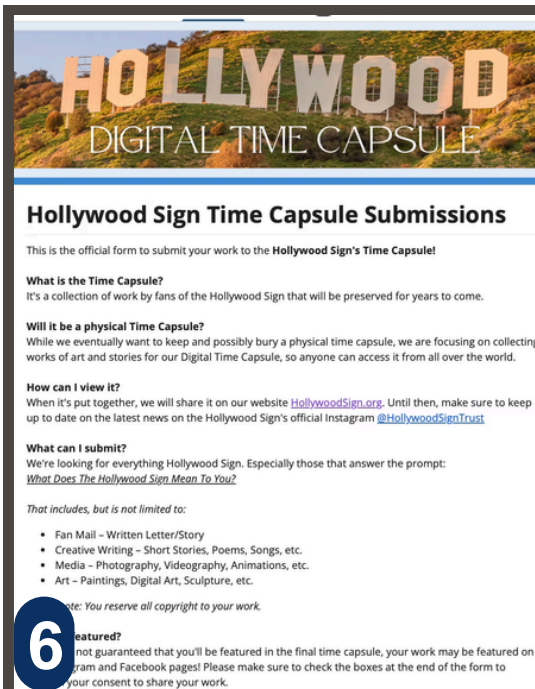
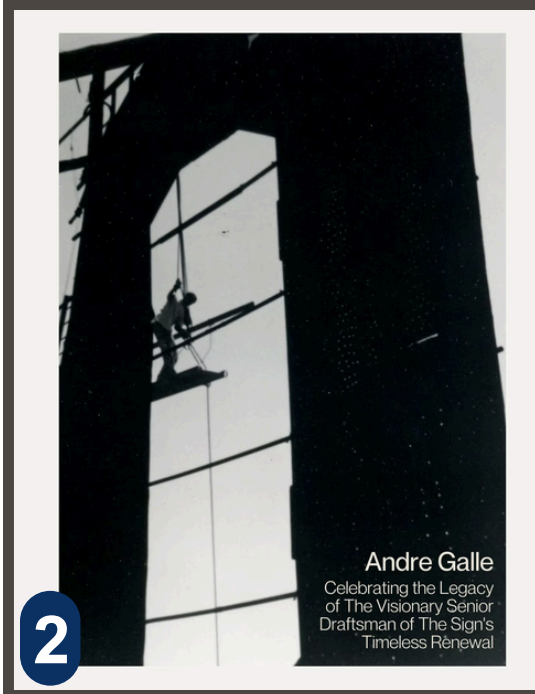
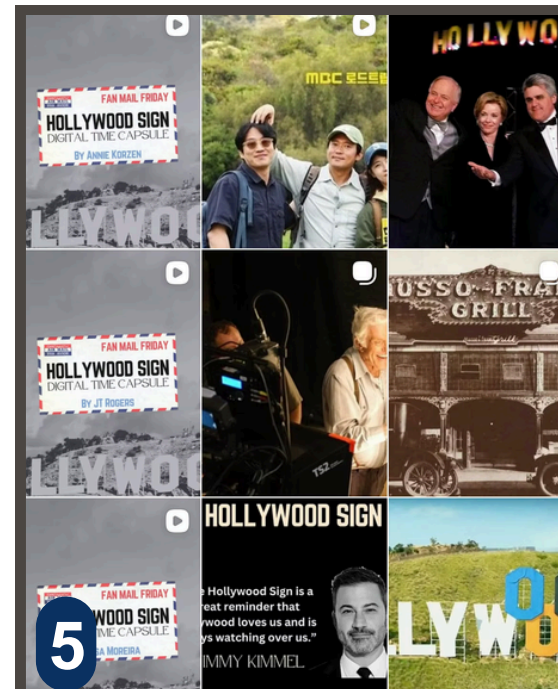
I've run the Trust's social since 2021, growing the account by over 236%, and covering the Sign's ongoing life: the restorations, the centennial, and the City's proclamation of Hollywood Sign Day.

The Digital Time Capsule grew out of that. A landmark this public doesn't need an archive built about it. It needs one built with and for the people who already have a piece of The Sign in their hearts.

Two channels: a social series publishing the Sign's history and current happenings, and an open form collecting the public's own stories, artwork, and photography.

A great example comes from one of the first submissions, a photograph of the Sign's draftsman, sent in by his daughters.

1. Inauguration: Hollywood Sign Day (Oct 31)
2. Digital Time Capsule: submission of draftsman from catalog
3. Restoration of The Sign
4. Social post: CTA for fan mail
5. Social campaign: fan mail & time capsule shoutouts
6. Form: time capsule submissions
7. Website: CTA to submit to the digital time capsule
8. Milestone: 100 years of the Hollywood Sign, at City Hall



CV Strategies (CV Strat)

CV Strategies is a communications and community engagement firm for public agencies. Water districts, municipalities, community colleges, tourism bureaus. The work is telling a general public what an institution needs them to understand.



Snapshot:

Project Type	Copywriting, Editorial, Public Affairs
Date	2023
Deliverables	Press releases, op-eds, newsletters, bill inserts, direct mail, social content plans, executive ghostwriting
Role	Copywriter
Location	Remote, USA
Link	cvstrat.com

CV Strat (Cont.)

I wrote for roughly twenty clients at once. Press releases, op-eds, newsletters, bill inserts, direct mail, social plans, and executive ghostwriting.

Water districts had jargon, tourism bureaus had data, and both arrived as information that felt self-explanatory to the people who produced it and meant nothing to the person receiving it.

My goal? To work out what the reader needed to do with it, and deliver only that. A food truck permit becomes a path to opening a business. A drop in occupancy percentage becomes a reason to book now.

1. Press release announcing College of the Desert's \$900,000 NASA M-STAR grant, one of nine awarded nationally. This release was picked up by KESQ, Patch, Uken Report, and the Coachella Valley Independent.
2. Table tent for Orchard Dale Water District on a reservoir replacement funded by FEMA mitigation grants.
3. Op-ed for the City of Indio, making the case that permits are what let a food scene grow.
4. In the Know for Visit Greater Palm Springs, Tourism data turned into guidance for vacation rental owners.

1

Alternative Headers:

Coachella Valley Professor awarded NASA Research Grant

NASA Awards Prestigious Research Grant to Astronomy Department

College of the Desert Awarded NASA Grant for Mars Regolith Study

Dr. Ahmed ElShafie's Research Fuels Innovation in Space Exploration and STEM Education

PALM DESERT, CA (DATE) – College of the Desert (COD) is thrilled to announce that Dr. Ahmed ElShafie has been awarded a prestigious Federal grant from the National Aeronautics and Space Administration (NASA). The award, totaling \$900,000.00, was granted for his exceptional proposal entitled "A Penetrolyzer for Extracting Oxygen and Hydrogen from Mars Regolith - 23-M-STAR-0003."

NASA is investing more than \$14 million in 19 U.S. colleges and universities across the U.S. to grow their STEM capacity to participate in critical spaceflight research and prepare a new generation of diverse students for careers in the nation's science, technology, engineering and math (STEM) workforce. The new MUREP Curriculum Award was established this year to help Minority-Serving Institutions strengthen their STEM academic offerings.

The award was granted to Dr. Ahmed ElShafie at College of the Desert through the NASA Office of STEM Engagement (OSTEM) Minority University Research and Education Project (MUREP), Engagement Opportunities in NASA STEM (EONS) 2023, Appendix 12: MUREP Space Technology Artemis Research (M-STAR). The highly competitive proposal underwent a rigorous evaluation process, including a peer review by a panel of subject matter experts, and COD's submission stood out as one of the most promising projects.

3

Why Food Truck Permits are the Key to Culinary Bliss

Indio is no stranger to culinary delights, and food trucks have become a vital part of its growing food scene in recent years. Street food vendors serve a variety of scrumptious cuisines, catering to a wide range of palates and introducing a new outlook on typical dining experiences. Food trucks in particular have allowed entrepreneurs and chefs to showcase their culinary innovations on the move and without some of the burdens of opening a brick-and-mortar restaurant. While the value of mobile food vendors is tremendous, it is essential that these businesses are properly regulated. This means getting a food truck permit is vital. Though many people dream of owning a food truck, only a few entrepreneurs opt to take the simple steps necessary to make that goal a reality.

Permits require businesses to monitor and uphold health and safety standards while allowing for fair competition within the ever-thriving food industry. However, many potential food truck businesses are confused about handling the permit procedure. As the city celebrates the diverse culinary environment that street food vendors provide, it is important to shine a light on the necessity of food truck permits and clarify the simple steps to obtain one.

In Indio, the permit process is designed with the dual purpose of offering support to food truck owners while upholding the city's standards for food safety and operational practices. The straightforward procedure simplifies the path to obtaining a permit. Prospective food truck entrepreneurs should start the process by conducting thorough research on Indio's regulations and obtaining the necessary licenses required to handle food and the vehicle. An inspection will be needed to meet and stay up to date on the city's safety and hygiene standards. Once the inspection is passed, proceed to establish the business structure and carefully evaluate suitable location options. These documents are crucial when submitting a permit application for review.

2



PROJECT MISSION

To build a safe and sound structural steel tank that serves quality and reliable water for our community.

ORCHARD DALE WATER DISTRICT: SERVING OUR COMMUNITY SINCE 1947

ODWD serves more than 20,000 people in the City of Whittier. Single- and multi-family residences and eight institutional customers receive water for drinking, irrigation and fire protection. The District's supply includes groundwater pumped from wells in the Central Basin that are jointly owned and operated with La Habra Heights County Water District, and imported water from Central Basin Municipal Water District, a wholesaler.

4



I added (1 of 2) masthead versions ^

VGPS - In the Know Newsletter

Travel Patterns are Changing

Greater Palm Springs vacation rental owners are adjusting to a shift in regional tourism trends. In June, paid guest occupancy in Coachella Valley vacation rental homes was 18.1 percent, down from 22.3 percent at this time last year. The average daily rate was \$394, down from \$409 in 2022. Online Travel Agency (OTA) calendar occupancy totaled 40.5 percent, down from 44.3% in 2022. Despite dips in occupancy and ADR this summer, these figures are still significantly higher than pre-pandemic norms.

This downtrend is reflected nationally. National calendar occupancy in June was 5% lower than in 2022 and 10% lower than in 2021, according to [KEYDATA](#).

GRAPHIC HERE

Possible explanations include different destinations post-pandemic. Travelers are also booking later this year compared to the last two years — meaning there is still time for vacation rental hosts and managers to book summer reservations.

Find relevant resources to inform your vacation rental business below.

- [Tourism Research and Reports](#)
- [Vacation Rental Data](#)

Past Clients & Partners



Thanks for viewing!

Yours truly,
Renie Simone