

Renie Simone

WORK EXPERIENCE & PROJECTS

In a nutshell...

Role

Co-Founder,
Brand & Campaign Lead

Focus

Campaign Development
Brand Identity & Voice
Art Direction
Content & Social Strategy
Community Engagement

Works With

Wellness
Hospitality
Civic
Nonprofit brands
(...to name a few!)

RENIE NOTICES MOST

...IS AN EXACT ANAGRAM OF MY NAME... IS IT A COINCIDENCE? / *THINK NOT!*

I made sauna a spectator sport.

Because I specialize in unfamiliar things, and figuring out what an audience actually needs to grasp, then presenting it plainly enough to be believed.

That has meant translating German sauna rituals for an American audience, decrypting hydrothermal spa design, and modernizing a hundred years of Hollywood Sign history.



THAT'S ME!

My Expertise

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, and on a billboard in Times Square.

I led Design for Leisure's rebrand at thirty-five years, retiring a mark that had stood since 1991. Their social campaign had a constraint nobody could solve: you can't photograph a private estate. So we showed the commercial builds and let homeowners imagine themselves in, which reached a third audience we hadn't planned for, and turned up the fact that the conversions were coming from LinkedIn all along.

I co-created the Hollywood Sign Trust's Digital Time Capsule. A landmark that public doesn't need an archive built about it. It needs one built with the people who already have their own piece of it, which is how we ended up with a photograph of the Sign's draftsman, sent in by his daughters.

Before all of that: roughly twenty public agency clients at CV Strategies, where water district jargon and tourism data turned out to resist plain language in exactly the same way. Literary editorial at Reed Magazine. B2B content at Gratis Labs. And nine years teaching, which is where the whole thing started.

Categories:

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

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

Content Content Strategy · Social Media Strategy · Copywriting · Editorial & Copyediting · Ghostwriting

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	Brand Campaign, Copywriting, 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 Creator
Location	New York City, NY
Link	AufgussUSA.com

Aufguss USA (cont.)

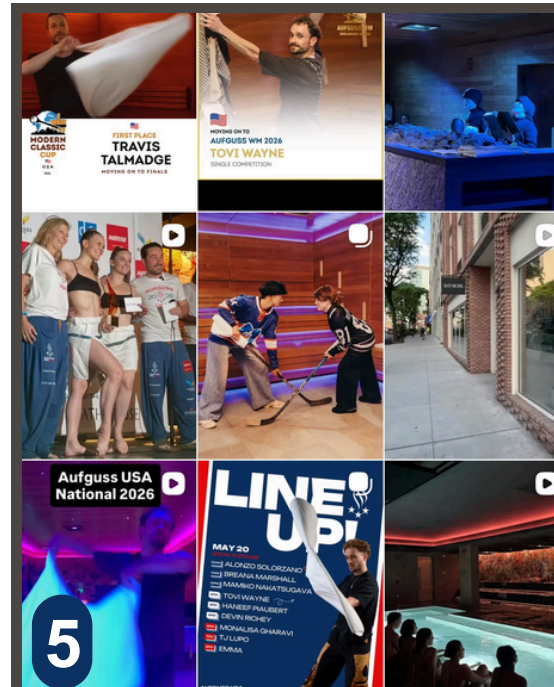
Aufguss is a ritual performance: a sauna master guides a room through an ethereal journey of heat, aroma, light, and choreography. In Germany, it fills venues. In the US, almost nobody knows it exists.

Aufguss USA was founded by three of us to change that.

The challenge wasn't just persuasion, it was introduction. 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. Roll-up banner: sponsor lockup and campaign line.
4. Roll-up banner placed at the sauna entrance.
5. Social campaign: post series across the competition run.
6. Team robes, 2026: identity and sponsors applied to garment.
7. Event merchandise: tees and totes carrying the 2026 identity.
8. Step-and-Repeat: Hosts, judges, sponsors (and me!)



Aufguss USA (cont.)

Logos & Merch

Year one was a proof of concept, built fast and on a small budget. It still shipped a full brand, plus robes and sauna hats for competitors and spectators. Year two added improved robes, sauna pants, and t-shirts.

2025
1st draft

2026
Main

2026
Merch ed.



The favicon went from concept to full logo on day one. The serif was approved by my co-founders and it had the steam quality we wanted, but it never spoke to the sport of it.

A bolder sans matched the competition's energy and held up on clothing, where the serif hadn't. The flame tightened slightly.

Redesigned before the shirts went to print, to commemorate the year. Dating the mark makes each year's merchandise its own edition, and collectable.

I dropped "Nationals" from the logo so the merch could be reused at World Masters and other events.



What we made: Robes and sauna hats in year one. Robes, sauna pants, and t-shirts in year two.

What I fixed: The 2025 robes were white and beautifully embroidered, and they shrank in the dryer. For 2026 I moved us to a heavier material that could survive a wash. Demand answered the rest: returning fans asked for the year-one hats and the shirts they'd seen on competitors, so year three will expand the branded gear.

For 2027: I will reconsider sponsor placement on the robes, and build in enough lead time to finalize the design before it goes to print.



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, campaign optimization, competitive research, brand identity
Role	Social Media Manager & Brand Developer
Location	Remote, USA
Link	DesignForLeisure.com

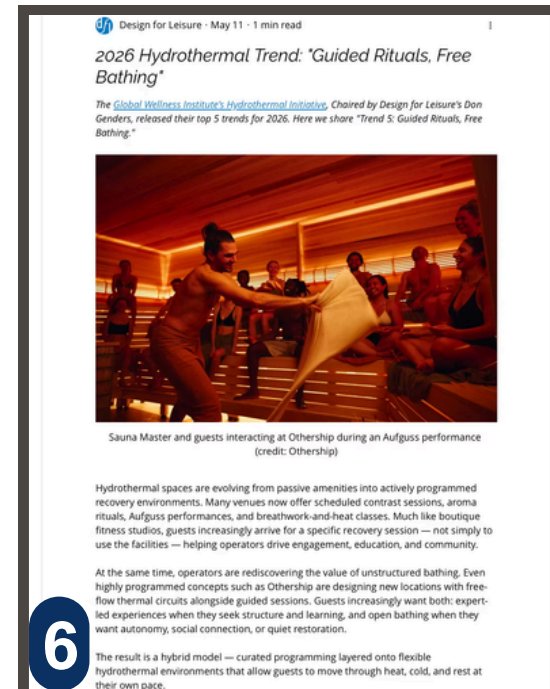
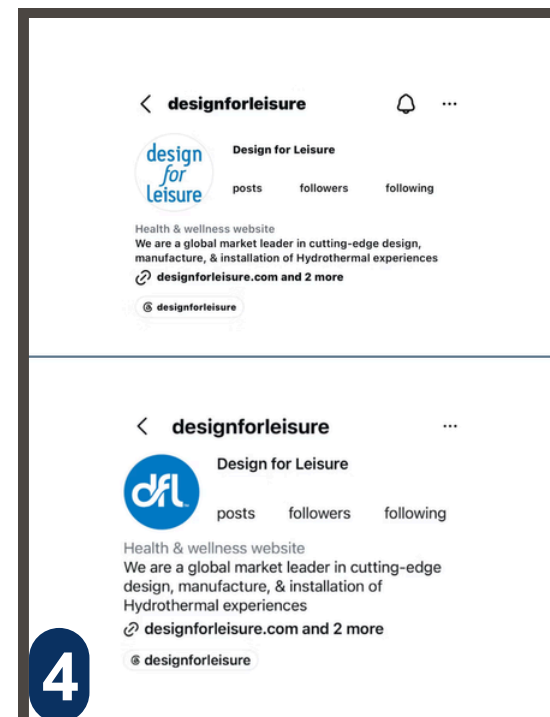
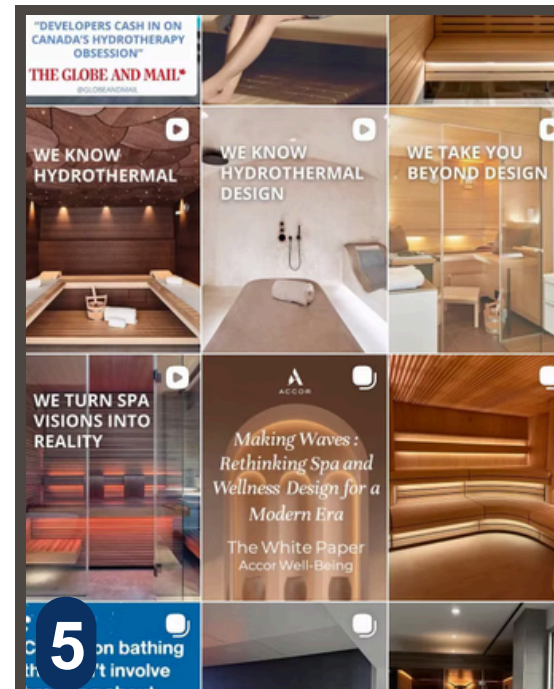
DFL (cont.)

The challenge was reaching private-residence clients across social, paid, and press, without any imagery from private estates. The homes we'd be selling were, by definition, not photographable.

The insight came out of that constraint. If we couldn't show the residential work, we could show the commercial builds and let homeowners imagine themselves into 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. 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 beat 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. Blog: Hydrothermal trend write-up
7. Milestone Celebration: 35 years in business
8. Rebrand: Business card mockup



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



2025
Concepts



2026
Finalized



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

An early direction kept the frame but opened it and changed the text weight to signify branching out of the constraints and being bold.

I found issue with the font, so the client agreed on a completely new direction, thinking out of *the box*.

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

PDF viewers, please note these are moving graphics. Contact me for the files.

New Official Email Signature



35 Year Anniversary Intro

[CLICK HERE](#) to witness 35 years of unforgettable hydrothermal experiences.

35 Year Anniversary Email Signature



Hollywood Sign Trust (HST)

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



Snapshot:

Project Type	Campaign, Social Media, Community Engagement, Archival Research
Date	2021-present
Deliverables	Campaign concept, social content series, public submission program, archival research, printable catalog (in progress)
Role	Social Media Manager & Co-Creator of Digital Time Capsule
Location	Hollywood, CA
Link	HollywoodSign.org

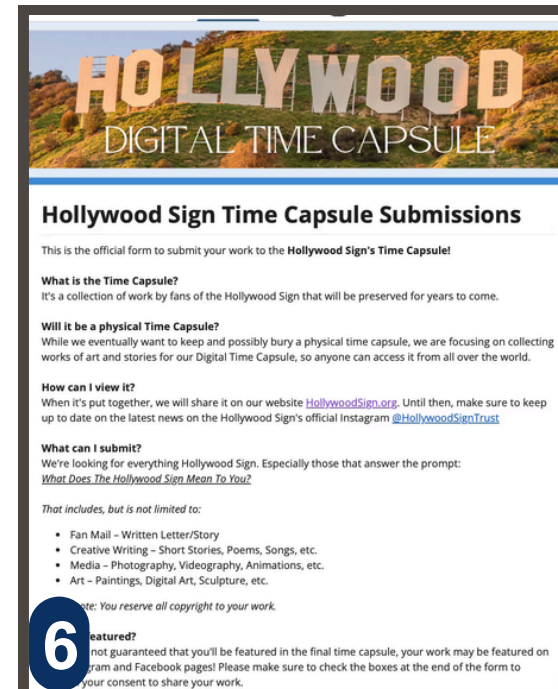
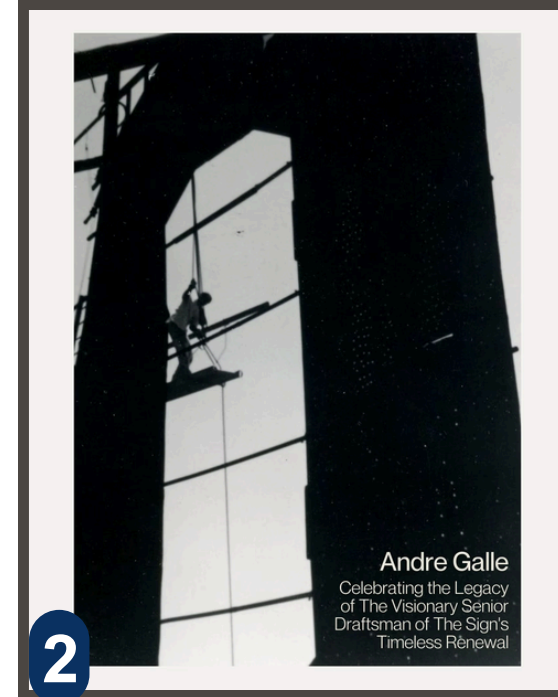
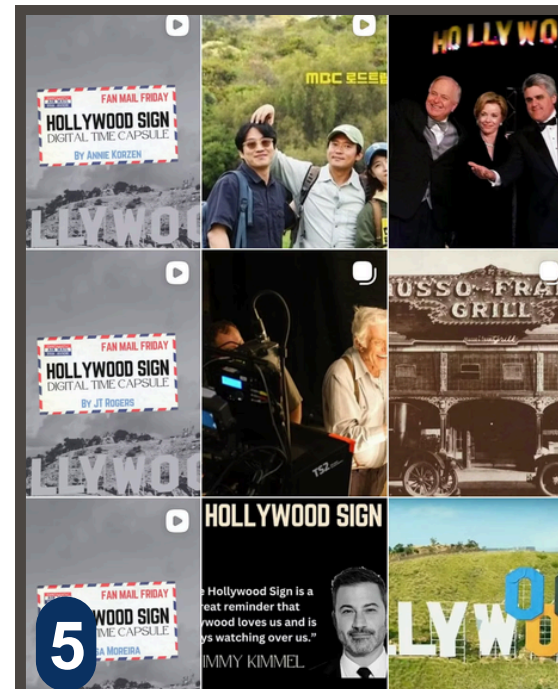
HST (Cont.)

The Hollywood Sign is one of the most photographed objects on earth and one of the least understood. I've run the Trust's social since 2018, growing the account 25% in the first month 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 the people who already have a piece of it.

It runs on two channels. An ongoing social series publishing the Sign's history and current happenings, and an open submission form collecting the public's own stories, artwork, and photography. A printable catalog is in development. The long-term hope is a physical capsule placed at the Sign itself.

1. Inauguration: Hollywood Sign Day (Oct 31)
2. Digital Time Capsule: snippet from catalog (pending)
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 it 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.)

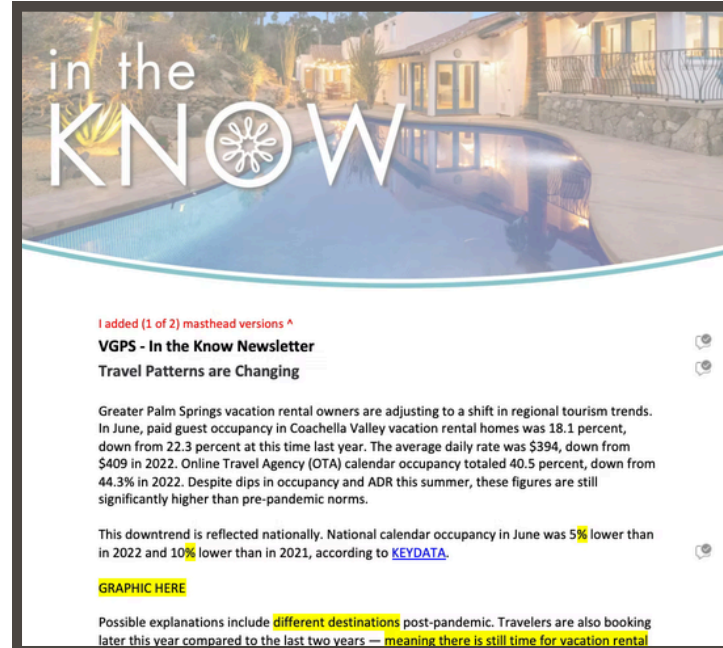
I wrote for roughly twenty clients at once. Press releases, op-eds, newsletters, bill inserts, direct mail, social plans, executive ghostwriting.

The hard part wasn't the volume. It was that two very different kinds of material resisted plain language in the same way. Water districts had regulatory and technical jargon. Visit Greater Palm Springs had data. Both arrived as information that felt self-explanatory to the people who produced it and meant nothing to the person receiving it.

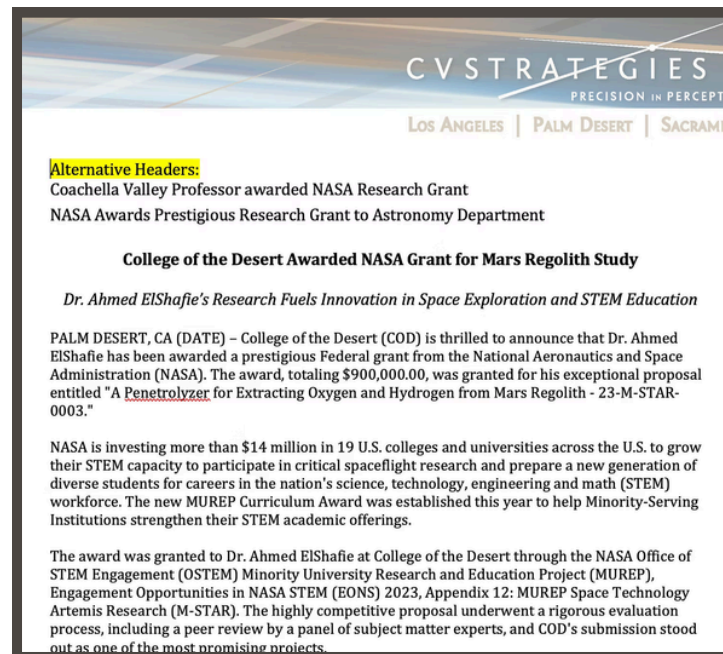
The job was the same either way: work out what the reader actually needed to do with it, and write that. A food truck permit becomes a path to opening a business. A drop in occupancy percentage becomes there's still time to book.

1. In the Know for Visit Greater Palm Springs, Tourism data turned into guidance for vacation rental owners.
2. Monthly newsletter for the City of Twentynine Palms.
3. Op-ed for the City of Indio, making the case that permits are what let a food scene grow.
4. Press release announcing College of the Desert's \$900,000 NASA M-STAR grant, one of nine awarded nationally. Alternative headlines shown at top.
5. Brochure for Orchard Dale Water District on a reservoir replacement funded by FEMA mitigation grants.
6. Direct mail concept for College of the Desert enrollment.

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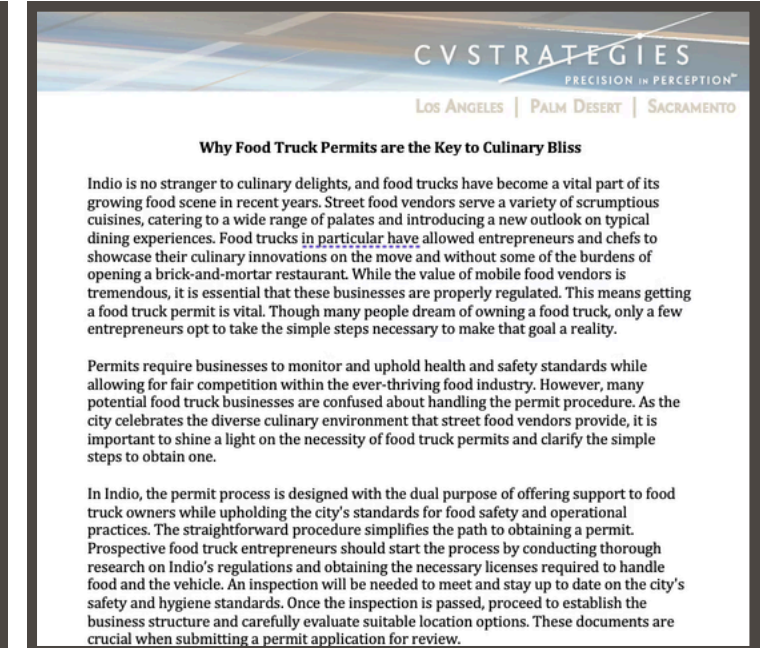
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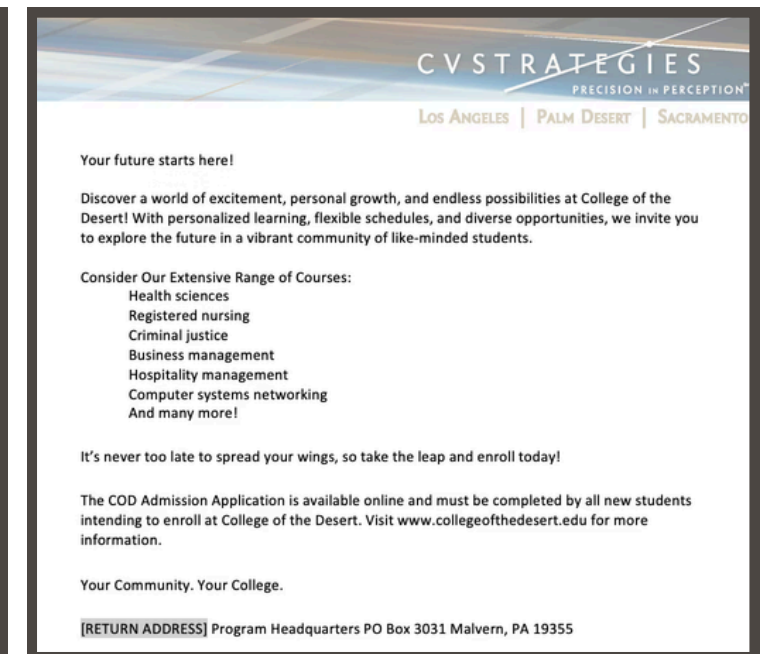
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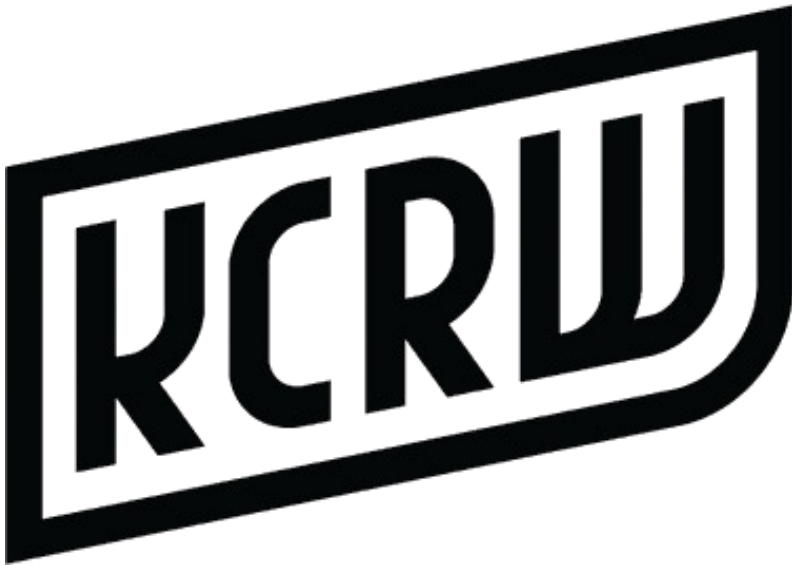
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As Seen On



Previous Clients



Thanks for viewing!

Yours truly,
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All files, and more examples, are available upon request!