

# RENIE SIMONE

WRITER EDITOR WEB DESIGN CONSULTANT ASSISTANT

310-746-8099 \* [reniesimone@gmail.com](mailto:reniesimone@gmail.com) \* [reniesimone.com](http://reniesimone.com)

## WORK EXPERIENCE

### FREELANCER FOR MULTIPLE CLIENTS – LOS ANGELES, CALIFORNIA

Assisting authors, entrepreneurs, and small businesses in creating content and designing websites that elevate their brand, attracts customers, and increases sales.

- Used various editing styles to advance creative writing styles, ready for publishing
- Skillfully developed engaging marketing campaigns using cross-channel content to drive increases in brand visibility, awareness, and identity within targeted markets.
- Established optimization strategies for strengthening SEO and reaching key demographics in relevant markets.
- Boosted sales by 60% and brand awareness by 5x in 3-months using a self-conceptualized e-commerce platform.

### DISCOVER HOPE BEHAVIORAL SOLUTIONS, INC. – SAN RAMON, CALIFORNIA

Hired as a contract content and copywriter to bring life to their Radiant Parent Program, and exceeded goals by revamping the RRP and Help Center content to empower struggling parents.

- Drove an increase in total users by 30% while adhering to Chicago Manual of Style during writing, revision, and peer-reviewing processes.
- Transitioned the content team into using Slack and Asana for task management; resulted in increases in productivity, efficiency, and organization.
- Streamlined and expedited content production for the newly launched Radiant Parent Program to maximize the productivity of review and copy editing operations.
- Promoted to peer reviewer to ensure all content is clear, well-researched and on-brand.
- Kept lines of communication open with the Marketing Director and prospective clients to discuss promotional drafts, copies, and future project goals.

### GRATIS LABS, INC. (DBA GRATIS FOOD) – SAN JOSÉ, CALIFORNIA

Gratis Food was a project by Gratis Labs, Inc. that aimed to minimize food waste and feed college students by directing them to nearby, untouched, excess food from events.

- Creatively designed content that aligned with target demographic goals and the Associated Press Stylebook.
- Utilized a B2B list of 100 prospects and marketing methods to increase consumer traffic.
- Maintained accurate and updated records of user engagement, competitor trends, and new product features.
- Successfully improved social media traffic by 800%; Gratis Labs, Inc.
- Effectively translated complex tasks into easy-to-understand materials including concept overviews and how-to's to provide support to end-users.
- Steered an increase in brand awareness from 1 to 3 cities in CA by organizing networking events at FoodieCon (Los Angeles, 2018) and Startup Grind (Redwood City, 2018)

# RENIE SIMONE

WRITER EDITOR WEB DESIGN CONSULTANT ASSISTANT

310-746-8099 \* [reniesimone@gmail.com](mailto:reniesimone@gmail.com) \* [reniesimone.com](http://reniesimone.com)

## REED MAGAZINE – SAN JOSÉ, CALIFORNIA

Reed Magazine is the oldest literary magazine to the west of the Mississippi River. I was honored to be an active part of the non-fiction submissions and redevelop ReedMag.com.

- Led the critique and publishing of 2,500 non-fiction submissions for the 151<sup>st</sup> issue.
- Partnered with staff throughout the development of the new website using HTML5 / CSS with JavaScript and carefully curated content to continue promoting new issues.
- Applied clever social media marketing and community outreach techniques to promote the website and increase sales and encourage a surge in submission rates.

## EDUCATION & CERTIFICATES

- A Levels, Film & Media, Wootton Upper School
- Bachelor of Arts in English, Conc. in Creative Writing, San Jose State University
- **CBEST** – National Commission on Teaching & America's Future
- The Fundamentals of Digital Marketing – Google
- Content Marketing Foundations – LinkedIn

## VOLUNTEER

- Volunteer – Homelessness Representative Volunteer,
- Gardener & Assistant – Special Needs School, LA
- Pancake Breakfast – International House at SISU
- International Quiz Master – International House at SJSU
- Formal Dinner Committee – International House at SJSU

## SKILLS & EXPERTISE

SKILLS	TOOLS
Storytelling, Content & Copywriting, Editing, Marketing, Creative Writing, Social Media, Research, SEO, Customer Service, B2B, B2C, Leadership, Email Campaign, Brand Development, Education and Instructional Material	Adobe Suite (Adobe Xd, Photoshop, Illustrator, Lightroom, Premiere, After Effects) Google Suite, Microsoft Office, Mac OS, Trello, Slack, Asana, Mailchimp, Evernote, Final Cut Pro X, and Google Analytics. CMS, Canva, Typewolf, Procreate