

RENELLE PIÑERO

COPYWRITER

Portfolio: www.renellepinero.com
530-208-8515 | renellepinero@gmail.com

PROFESSIONAL EXPERIENCE

Whole Foods Market - *Cashier Team Member*

Jun 2021 - PRESENT

- Checks out customer groceries efficiently and accurately.
- Providing customer service by providing product information and addressing needs.
- Communicating and working with all departments to create a positive shopper experience.

White Peak Digital Marketing - *SEO Copywriter*

APR 2020 - PRESENT

- Writing creative, strategic, and effective copy for clients across various industries.
- Providing expert technical and strategic SEO services
- Communicating with clients on needs and solutions to grow their business online.

Living Stones Church - *Deacon of Communications*

APR 2019 - PRESENT

- Writing and coordinating weekly liturgical plan for worship services which includes scheduling volunteers, leading the congregation, and focusing on diversity and inclusion.
- Played a significant role in moving worship gatherings online during COVID-19 pandemic by coordinating and training staff members Facebook Live devotionals, online engagement plans, and providing home worship resources for our congregation.
- Created and implemented a social media strategy built around church rhythms of worship, community, and mission on Facebook, Twitter, and Instagram.
- Developing relevant and creative content to highlight church mission and engage members and guests with a variety of intentional videos, images, and storytelling.
- Managing and presenting social media content calendar to Executive Pastors in order to effectively communicate events, weekly sermon topics, volunteer opportunities, and church values.
- Coordinating with staff members, small group leaders, and ministry heads to create a pipeline of diverse and interesting content.

Ruby Seven Studios - *Business Intelligence Analyst*

JAN 2019 - JULY 2019

- Work closely with business and product teams and measure daily performance of KPIs.
- Analyzing in-app purchase behaviors to develop new insights and continually improve games.
- Build Tableau dashboards and SQL reporting from player databases.
- Build A/B testing criteria as well as measurement and reporting of results.
- Applying a variety of data extraction and analytic techniques to answer a wide range of business questions and product improvement ideas.
- Manage performance-based marketing efforts through Google Ads and Apple Search Ads.

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PROFESSIONAL EXPERIENCE CONTINUED

Noble Studios - *Digital Marketing Analyst*

JUL 2017 - NOV 2018

- Conducting conversion rate optimization tests on copy, design, and usability to fulfill clients goals of lead generation, site engagement, and e-commerce sales.
- Applying website personalization tactics to enhance users' digital experience.
- Analyzing visitors' online behaviors to identify and reduce friction through conversion funnels.
- Producing analytics dashboards to enhance stakeholders understanding of performance and opportunities across various digital marketing efforts.
- Proficiently skilled of CRO Platforms: Optimizely, VWO, Bound 360, and Google Optimize.
- Proficiently skilled in Data Visualization Platforms: Tableau and Google Data Studio.
- Client portfolio includes, but not limited to, Ashford University, Credo Mobile, Envestnet Yodlee, VisitRenoTahoe, Tahoe South, and Tahiti Tourisme.

Bristlecone Financial Services - *Business Intelligence Analyst*

JAN 2015 - JUL 2017

- Creatively designed in-depth reporting dashboards using Tableau to equip C-suite and managers in making crucial data-driven decisions, achieving KPIs, and improving operational efficiency.
- Developed and managed in-depth data analytics visualizations to increase call center efficiency by ~15%.
- Leveraged customer survey data to assess customer needs and opportunities to enhance customer experience.
- Trained more than 20 employees to use departmental data analytics and make data-driven decisions, resulting in increased origination, sales, fraud mitigation, and customer satisfaction.
- Proactively evaluate performance of retail partners and incoming applications to prevent potential fraud, saving the company more than ~\$100,000 in lost origination annually.
- Generate ad-hoc reports for CEO and CFO for use in investor pitch decks, as well as daily reporting for COO and VP of Business Development.
- Employ digital marketing and web analytic strategies to gain insight on customer acquisition and lead generation.

EDUCATION

University of Nevada, Reno - *BA Journalism (Emphasis in Advertising & Public Relations)*

Graduated May 2013

Lake Tahoe Community College - *AA Social Sciences*

Graduated May 2009