

# RENELLE PINERO

📞 530-208-8515    ✉️ renellepinero@gmail.com    📍 Reno, NV

## EXPERIENCE

Communications Manager 04/2019 - Ongoing

### Living Stones Church

- Engaging members and guests with creative storytelling through social media posts, videos, and graphics while also supporting key initiatives.
- Responsible for growing awareness of weekly services, events, and activities by creating and implementing a social media strategy reflecting the church's values.
- Developing and managing successful paid social media ads for events such as Christmas and Easter services to expand organization's reach.
- Coordinating weekly worship service programs, including scheduling volunteers, training speakers, and focusing on diversity and inclusion.
- Writing liturgical elements and ministry announcements to lead our congregation and coaching presiders on best practices in leading public worship.
- Working closely with the Creative Director to ensure digital content reinforces organizational values and mission.

Content Editor 02/2022 - 10/2022

### Acts 29

- Writing and editing theologically clear, culturally engaging, and missionally innovative resources and stories.
- Collaborate with the Content and Publishing Manager to generate content ideas and prepare materials for publication/distribution to donors, pastors, and more.
- Support newsletters, blogs, webpages, podcasts, and more with fresh, edited content.
- Correspond with pastors/church leaders in Acts 29 to gather stories from their churches.

SEO Copywriter 04/2020 - 02/2022

### White Peak Marketing

- Writing creative, strategic, and engaging 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.

Cashier 06/2021 - 02/2022

### Whole Foods Market

- Checking 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.

Program Manager 09/2019 - 03/2020

### 360 Blueprint

- Managing all day-to-day operations for a "reading and relationships" program for disadvantaged students and Title I schools including maintaining database, matching students with mentors, and preparing all necessary materials.
- Recruited 20+ volunteers through faith-based organizations, media, and law enforcement outreach events.
- Interviewed and trained volunteers to ensure mentorship quality.
- Communicate with organization stakeholders, including school counselors, parents, students, and donors on program development and success.
- Gather data and create an annual report for Program President.
- Update the website, online application, and social media as needed.



## FIND ME ONLINE

 Portfolio  
[www.renellepinero.com](http://www.renellepinero.com)

 LinkedIn  
[linkedin.com/in/renellepinero](https://linkedin.com/in/renellepinero)

## COMMITMENT TO D & I

 Speaker  
*2017 Living Stones Women's Conference*

Inspired and engaged 400+ attendees by sharing my experiences and insights on the importance of embracing racial identity.

 Keynote Speaker  
*2014 Lake Tahoe Filipino Culture Night*

Addressed 500+ attendees on the importance of cultural heritage events to build unity for future generations.

## EDUCATION

### BA Journalism, 2013

University of Nevada, Reno

- Minor in Sociology
- National Student Advertising Competition - Team Leader
- UNR Ad Club - Board Member
- PRSSA Nevada - Board Member
- Contributor to the *Brushfire Literature & Arts Journal*

### AA Social Sciences, 2009

Lake Tahoe Community College

- Graduated with Honors
- Career Certificate in Applied Anthropology

## EXPERIENCE

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### Business Intelligence Analyst

12/2018 - 08/2019

#### Ruby Seven Studios

- Work closely with product teams and measure daily performance of KPIs.
- Analyzing in-app purchase behaviors to develop new insights.
- Build Tableau dashboards and SQL reporting from player database.
- Build A/B testing criteria as well as measurement and reporting of results.
- Manage performance-based marketing efforts through Google Ads and Apple Search Ads.

### Digital Marketing Analyst

08/2017 - 12/2018

#### Noble Studios

- Conducting conversion rate optimization tests to fulfill clients goals of lead generation, site engagement, and e-commerce sales.
- Analyzing visitors' online behaviors to identify and reduce friction through conversion funnel.
- Producing analytics dashboards to enhance stakeholders' understanding of performance and opportunities across various digital marketing efforts.

### Business Intelligence Analyst

08/2015 - 07/2017

#### BoonFi Corporation

- 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 the performance of retail partners and incoming applications to prevent potential fraud, saving the company more than ~\$100,000 in lost origination annually.
- Employ digital marketing and web analytic strategies to gain insight into customer acquisition and lead generation.

### Lead Hotel Operations Coordinator

08/2008 - 08/2012

#### Caesars Entertainment

- Established a hotel room logistics department for a casino property with 1250+ guest rooms.
- Created and maintained phone data and analytics to ensure proper staffing.
- Trained and supervised a team of 5 that provided administrative, analytical, technical, and strategic support to Front Services, VIP Services, Housekeeping, and Group Services to meet occupancy goals.
- Successfully created and instituted new guest service initiatives to increase customer satisfaction scores by 30% in one year.

## VOLUNTEERING

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### Advocate

Foster the City

2021 - Ongoing

Providing support and acting as a liaison between churches and local foster families.

### Communications

Midtown Art Walk

2013 - 2015

Assisting with copywriting, social media, and general event planning duties.

## PASSIONS

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### Cooking

I am teaching myself new techniques and working through a bucket list of dishes to try.

### Creative Writing

Currently working on self-publishing a collection of personal essays and poems.

### Basketball

I love shooting hoops in my spare time. I'm a fan of the Golden State Warriors and Nevada Wolf Pack.