

RENÉE LUCKEY

Sr. Digital Marketing Project Manager
HubSpot Producer

RESUME

CONTACT

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CERTIFICATIONS

Digital Marketing Certification

SkillCrush

June 2020-Present

Inbound Marketing Certification

HubSpot Academy

June 2020

Customer Success Manager Certification

Success Coaching / Success Hacker

November 2019

Magento Edition 2 Certification

LinkedIn Learning

October 2019

EXPERTISE

HubSpot Production

Project Management

Inbound Marketing

Digital Marketing

Stakeholder Meetings

Content Schedule Management

Team Leadership

EXPERIENCE

SR. DIGITAL MARKETING PROJECT MANAGER / HUBSPOT PRODUCER

HighViz Marketing / 2020 - Present

Managing digital marketing projects and content publishing calendar for small agency. Producing blog posts, social media, landing pages, forms, workflows, and emails in HubSpot.

HUBSPOT PRODUCER / CANVA GRAPHIC DESIGNER

The Voter Journey People / 2019 - Present

Producing digital marketing content for small agency. Producing blog posts, website pages, landing pages, forms, workflows, and emails in HubSpot. Creating featured graphics in Canva for blog posts.

WORDPRESS WEBSITE PRODUCER / DESIGNER

Renee Luckey Designs / 2018 - 2019

Customized WordPress themes for 4 clients. Produced content pages and blog posts. Designed logos, letterhead, and business cards.

SR. PROJECT MANAGER, MERCHANDISING

FTD / 2018 - 2018

Championed five key Project Fresh initiatives supporting ProFlowers and ProPlants; projects collectively earned \$7M in revenue and \$2M in cost savings.

MERCHANDISING PRODUCT DEVELOPMENT SPECIALIST

FTD / 2009 - 2018

Managed digital asset and photography processes and supported the launch of the \$10M Perfectly Paired™ program.

WEB STORE SITE MERCHANDISER

RedEnvelope / 2004 - 2009

Led the team responsible for merchandising the website. Spearheaded the acquisition process and was the go-to product and technical expert when the company was sold to FTD Companies, Inc.

AWARD

FTD / 2010

Won employee award for saving Creative \$50K by developing a pre-season proactive approach, which reduced digital-related emergencies by 98.5%.