

# RENÉE LUCKEY

HubSpot CMS Expert, Inbound Marketing Strategist & Visual Web Designer

## EXPERIENCE

### Marketing Manager

*Robin Friedman Energy LLC., Remote Freelance, September 2022 - Present*

- Writing, managing, and implementing the [business and marketing plan](#) with strategies to support a Kajabi and Squarespace website upgrade project.
- Spearheading the website integration process; upgrading website; building website pages, producing a style guide, and creating sales funnels.

### HubSpot CMS Expert & Visual Web Designer

*HighViz Marketing, Remote Freelance, February 2019 - Present*

- Managing 10+ marketing projects simultaneously for four B2B clients.
- Planning and executing marketing campaigns, supervising and training team members, and ensuring marketing projects meet deadlines and within budget.
- Compose copy, produce marketing content, and design layouts for website pages, emails, and social media promotion within client HubSpot CMS portals.
- Building automated workflows, sales funnels, and CTAs to attract and convert qualified leads for B2B material handling dealership clientele.

### StoryBrand Certified Guide

*StoryBrand Copywriting Certification, June 2021 - June 2022*

- Acquired Storybrand Guide license to help B2B clients clarify their brand message, create lead-generating marketing collateral, and grow their business.

### Marketing Project Manager & HubSpot CMS Specialist

*Experience Lab/Voter Journey People, Remote Freelance, Nov 2018 - Dec 2019*

- Managed multiple inbound marketing projects simultaneously.
- Improved project management processes and created system documents.
- Supported agency owner by reducing unnecessary application costs.
- Executed strategic lead-generating marketing campaigns.
- Implemented new ideas to improve processes and create efficiencies.
- Responsible for meeting deadlines and keeping projects on-track.
- Reduced the agency owner's workload by taking special projects off her plate.

### Visual Web Designer

*Renee Luckey Designs (Owner) 2018 - 2020*

- Created custom WordPress and Wix websites (required minimum coding)
- Composed copy and produced content pages, designed logos, letterhead, and business cards for small businesses and real estate agents.

## CONTACT

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## SKILLS

HubSpot CRM/CMS

Project Management

Basic HTML & CSS

Wix, Squarespace, WordPress

Google Suite & MS Office  
Cloud Suite

Adobe Suite & Canva

Trello, Asana, Basecamp,  
Monday, and Notion

Lead Generation Strategy

Lead Generation Sales Funnels

Inbound Marketing, Email &  
Social Media Marketing

B2B, B2C, Retail, and  
eCommerce Environments

Campaign Strategy & Content  
Schedule Management

Team Leadership & Training

StoryBrand Content Writing

Lead Nurturing, Email  
Automation, Segmentation, and  
Workflow Management

Client Proposals & Invoicing

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## Sr. Project Manager

*FTD Companies, Remote Full-Time Perm 2018 - 2018 (Laid Off)*

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

## Merchandising Product Development Specialist/Asset Manager

*FTD Companies, Remote Full-Time Perm 2009-2018*

- Managed 1.2M ProFlowers photography digital assets.
- Spearheaded, developed, and led the new merchandising photography processes for ProFlowers and ProPlants brands under FTD Companies.
- Won employee star award for reducing emergency photoshoots by 98.5% (saving \$150K) during peak Mother's Day 2009 by proactively reviewing product photography and making improvements prior to season launch.

## Sr. Web Store Site Merchandiser

*RedEnvelope.com, San Francisco, CA, Full-Time Perm 2004 - 2009*

- Led team responsible for merchandising RedEnvelope.com website.
- Leadership appointed me as the go-to technical expert during acquisition.
- Supported the meticulous e-commerce platform migration project.

## PORTFOLIO

### Complete Website Build — *The Lilly Company*

- Composed copy and created pages on the [LillyForklifts.com](http://LillyForklifts.com) website using the CLEAN theme for HubSpot.

### Complete Website Build — *TOTAL Material Handling*

- Composed copy and created pages on the [Total Material Handling](http://TotalMaterialHandling.com) website using the CLEAN theme for HubSpot.

### Careers Page & Sales Funnel — *MidColumbia Forklift*

- Composed copy and created the [Careers page](#) and [industrial cleaning sales funnel](#) on the MidCoforklift.com website with Act2 Neambo template.

### Splash Page Website Build — *RJMSCorp*

- Created a simple splash page for [RJMS Corporation](#) website.

## CERTIFICATIONS

Digital Marketing Certification  
*SkillCrush 2021 - Present*

StoryBrand Guide Certification  
*StoryBrand 2021*

Content Marketing Certification  
*HubSpot Academy 2022*

Marketing Software Certification  
*HubSpot Academy 2020*

Email Marketing Certification  
*HubSpot Academy 2020*

Social Media Marketing Certification  
*HubSpot Academy 2020*

Inbound Marketing Certification  
*HubSpot Academy 2020*

## AWARD

Won FTD Employee Star Award in 2009 for developing a pre-season system that repeatedly reduced digital and photoshoot emergencies by 98.5%; saving the company over \$100K seasonally.

## RECOGNITION

Continually recognized by management and coworkers for organizational skills, accountability, leadership, and proactiveness. Managers utilize my reliability, communication skills, positive attitude, and outgoing personality. Considered a key contributor.