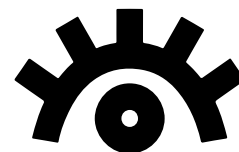


REMY ALEA LUNCEFORD

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DRAGONFLY ENERGY

JAN 2023 - CURRENT

COPYWRITER & CONTENT CREATION FOR LITHIUM BATTERY COMPANY

RENO, NV

Spearheaded campaign to create a children's activity book to better engage with our target audience

Brainstormed, executed, filmed, and budgeted for a stop-motion video that promotes our in-house built batteries

Extra Credit: Write articles, website copy, and product descriptions based on SEO research;
Develop story ideas for successful copywriting campaigns and sales funnels

RELOCITY

JAN 2022 - JAN 2023

PROJECT MANAGEMENT FOR CORPORATE RELOCATION COMPANY

PORTLAND, OR

Managed project load of 25-40 clients in different stages in the moving process

Creatively problem solved to meet all client's unique needs that come with moving across the country

Achieved a track record of consistently receiving positive feedback from clients, highlighting strong satisfaction for the service

TORRAIN RECYCLED BAGS

DEC 2018 - SEP 2022

COPYWRITING & CONTENT CREATION FOR UPCYCLED BAGS

PORTLAND, OR

Designed and implemented PPC ads for Facebook marketing via sales funnel testing to identify new markets

Monitored media presence of TORRAIN, corresponding with journalists, influencers, and potential partnerships

Initiated partnership with Tuesdays for Trash which led to community building days, and increased awareness of brand

Designed company-wide email marketing campaigns decreasing unsubscribes by 30%

Managed client relations and wholesale accounts

PANDA FARMS

JUNE 2016 - JULY 2018

OFFICE MANAGER FOR HYDROPONIC FARM

PORTLAND, OR

Assisted social media consultant with copywriting for promotional materials, videos, interviews, content development, as well as developing strategic company voice and story

TEAM LEAD

SEPT 2014 - JUNE 2016

EDUCATION

University of Nevada, Reno
B.A. Advertising, Communications
Studied abroad in Prague, Czech Republic

SOFTWARE

Semrush, YOAST, MOZ,
Adobe InDesign, Illustrator, and Photoshop,
Shopify, Wordpress blog management, WIX Web Design
Google Suite, Microsoft Word, Excel, Outlook, Powerpoint
Klaviyo, Mailchimp, Canva
Airtable, Monday Project Management