

REN LUEBBERING

Digital Storyteller - Brand Strategist

MEET REN

A Jill of all Trades seeks an opportunity to tell meaningful stories in innovative, dynamic, measurable ways -- only in her hometown of Springfield, Missouri. Together with the right team, here's how she'll do it.



SPRINGFIELD, MO



RENBISHOP@GMAIL.COM



MEETREN.COM



417 880 1873



EDUCATION

Bachelor of Journalism
University of Missouri, 2012

Bachelor of Arts, International Studies
University of Missouri, 2012

Certificate in Multicultural Studies
University of Missouri, 2011

SKILLS

GHOST WRITING

THOUGHT LEADERSHIP WRITING

PROJECT MANAGEMENT

CUSTOMER SERVICE

GRAPHIC DESIGN

EXPERTISE

COPYWRITING

CONTENT MARKETING

MARKETING CAMPAIGN STRATEGY

SOCIAL MEDIA MANAGEMENT

BRAND DEVELOPMENT

EXPERIENCE

MANAGER OF MARKETING & DIGITAL STRATEGIES

Springfield Public Schools *Springfield, Missouri*

- Wrote four print-ready, human interest stories each week for the district's website, sps.org.
- Developed best-in-region e-newsletters, with a 41% average open rate and 11% average click rate
- Designed, launched and managed SPS Instagram account, growing to 10K followers in 3 years
- Increased SPS Facebook followers by 450% in 7 years with \$0 annual social advertising budget.

2013

TO

PRESENT

PRESIDENT & CEO

Checkmate Consulting *Springfield, Missouri*

- Developed content marketing strategies for businesses to increase brand awareness and web traffic.
- Managed social media accounts to provide the highest level of customer service for a wide variety of multi-million dollar companies, local and regional.
- Wrote feature stories published in *Midwest Living*, *417 Magazine*, *Biz 417*, *417 Home* and *FEAST*.

2013

TO

PRESENT