

Luella Delano

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Aurora, CO

Summary

Accomplished Digital Marketing Generalist and Copywriter with 15+ years of experience in developing and executing comprehensive content strategies aimed at driving brand growth and increasing audience engagement. In-depth expertise in SEO techniques leveraged in driving high website traffic, increasing conversion rates, and optimizing online content. Adept at improving marketing outcomes by conducting in-depth market research, performing A/B testing, and analyzing data/performance metrics.

Portfolio

luelladelano.journoportfolio.com

Skills

Digital Marketing, Copywriting, SEO, Blogging, Social Media Marketing, Storybrand, Email Marketing, CRM Software, Editing, Proofreading, Account Management, Internet Marketing, Marketing Research, MailChimp, Omnisend, Klaviyo, Google Docs, Basecamp, Asana, Maropost, Ontraport, Sendlane, WordPress

Certificates

Hubspot Inbound Marketing, Klaviyo Product Certification, Google Analytics, Mailchimp Product Certification, Google Adwords

Experience

Email Broadcast, LLC

Account Manager and Copywriter, Seattle, WA

02/2021 - Present

- Develop and execute comprehensive content strategies for multiple brands by implementing SEO, email marketing, blogging, and social media plans to drive business growth.
- Organize engaging email campaigns through close collaboration with designers and product specialists on strategy development, increasing open rates to 92% and click rates to 26.2% output.
- Write clear and compelling copy for broadcast messages, automations, and lead magnet assets, blog posts, and social media by conducting extensive market research and competitor analysis to shape copy and messaging.
- Regularly record, report, and analyze campaign data from numerous CRMs to improve future campaign development.
- Uphold accuracy standards by conducting rigorous quality assurance checks for self and colleagues to achieve flawless content. Maintain client relations by holding regular meetings to discuss business goals and plan content calendars at least two months in advance.
- Shape and improve campaigns by continuously conducting surveys, A/B split testing, and using segmentation to increase engagement.

Precision Media, LLC

Senior Copywriter, Estes Park, CO

04/2014 - 12/2023

- Dramatically increased sales by cultivating distinctive creative voices for various brands across websites, emails, and newsletters.
- Authored compelling copy for multiple weekly messages, websites, and digital products.
- Strategically selected high-converting products, resulting in an annual revenue of over \$300k for the company.

- Critiqued, edited, and enhanced targeted sales letters, email sequences, and landing pages—including collaborative contributions from fellow copywriters.
- Maintained positive partner relationships by serving as the liaison to affiliates and leading affiliate program.

Velocity House, LLC

Executive Marketing Assistant, Grayslake, IL

01/2012 - 04/2014

- Expedited Kindle book launches by critiquing, editing, and formatting all digital content for submission to Amazon.
- Supported marketing initiatives by developing, implementing, and supervising book review gathering effort, resulting in a review increase of over 200%.
- Managed company operations for successful book launches by serving as liaison between departments, hosting weekly conference calls, and managing writing team.

HC Consulting Group, LLC

Executive Marketing Assistant, Breckenridge, CO

09/2009 - 01/2012

- Provided personalized support to the President/CEO, managing business schedule, appointments, and travel arrangements.
 - Proofread and edited email broadcasts, as well as crafted original content for the company blog.
 - Collaborated closely with affiliates and JV partners.
 - Organized regular meetings, including site selection, catering, and materials preparation.
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Additional Experience

Customer Service Executive

Ultimate Results, LLC | Arvada, CO

Reduced customer support request handling time by 50% by implementing the Kayako support system. Lowered refund rate from 5.7% to 1.1%. Developed comprehensive internal training documents, policy statements, and business processes.

Virtual Customer Assistant

Global Cash Flow Network | Phoenix, AZ

Maintained a high level of customer satisfaction through dedicated and personalized care, resulting in increased sales for the company. Used iShoppingcart system to handle payments, refunds, and investigate customer orders. Responsible for preparing daily reports, resolving billing disputes, addressing password inquiries, and providing support during major promotions.

Virtual Customer Service Representative

Premium Web Marketing, Inc | Mundelein, IL

Customer service agent, affiliate relations, and sales representative for a company focused on selling home-based business products online and over the phone. Managed all aspects of customer satisfaction, handling a busy phone system, coordinating special promotions, and providing detailed information about the products.

Virtual Assistant

ROI Rocket, Inc | Denver, CO

Stepped into role during significant organizational changes, including the arrival of a new CEO, concurrent event projects, and existing work backlogs. Quickly learned procedures and company practices, despite the absence of operational manuals or formal training. Managed travel arrangements, coordinated office maintenance, and assisted with credit analysis.

Virtual Assistant

Tangled Web, Inc | Las Vegas, NV

Maintained a portfolio of over a thousand affiliate accounts. Provided transcription and dictation services to improve communication across departments. Implemented regular staff training sessions to increase procedural and product knowledge.

Executive Virtual Assistant

Rockstar Marketing, Inc | Denver, CO

Worked as the assistant to the CEO. Responsible for managing communications, proofreading documents, and maintaining customer service. Helped with work overflows and contributed to business development.