



# **BECCA LUNA**

**CSU Chico alumni**

**Coffee lover**

**Dog rescuer**

**Seattle resident**

**Senior copywriter**

Becca is a marketing creative with over a decade of experience working in content development. She's a passionate brand storyteller and team leader with vast experience in brand positioning, marketing strategy, and visual design. With her signature humor and effervescence, Becca is a confident collaborator with everyone from junior creatives to executive leadership. She loves her miniature schnauzer, salted caramel cream cold brew coffees, and a good brainstorm.

# CAREER TIMELINE

**2021 - 2023**

**Senior Copywriter, Brand**  
Zulily

**2011 – 2015**

**Lead Site Merchandiser**  
Yoogi's Closet

**2016 – 2020**

**Senior Copywriter**  
Freelance

**2010**

**Merchandise Licensing Assistant**  
Fifth Sun

**2015**

**Communications Specialist**  
Wimmer Solutions

**2007 – 2009**

**Editorial Designer, Print**  
SynMedia

# SAMPLE WORK: BRAND POSITIONING

**Role:** Senior Copywriter

**Goal:** Develop brand positioning statement and ads using new position to test in Meta ads and customer focus groups.

## NEW BRAND POSITIONING

### Zulily, where deal lovers love to shop

At Zulily, cheap isn't a bad word — it's a way of life. Zulily operates differently so you can save big on name brands and quality products.

Zulily spends all their time thinking of ways to save their customers money. Whether it's scouring the market for surplus inventory or bulk-ordering so they can pass the savings on to you, they scrutinize every aspect of their business model to get you the lowest prices. They are always innovating in the name of savings. Because they think it's cool to be cheap, and maybe you do, too.

## ADS CREATED WITH NEW POSITIONING

*zulily*

★★★★★

“It took 3 weeks to get here, but I got such a great deal, I don't even care!”

— Future you

*zulily*

**LIFE IS EXPENSIVE. ZULILY ISN'T.**

		<b>\$24.99</b> \$50.00
		<b>\$9.99</b> \$20.00
		<b>\$19.79</b> \$40.00

*zulily*

**DEALS SO GOOD YOU'LL THINK IT'S A SCAM**

(SPOILER ALERT: IT'S NOT)

60% OFF YOUR FAVE BRAND

ADD TO BASKET?

YES! OH YES!

HOT NEW DEALS IN YOUR AREA

SHOP NOW

DEAL ENDS IN 12 HOURS! SHOP NOW?

LET'S GO GET IT

LOADING NEW DEALS...

*zulily*

**PROUDLY CHEAP SINCE 2009**

Join a zillion savvy shoppers

~~\$90~~ **\$49**

**PUMA.**

# SAMPLE WORK: EMAIL


**Role:** Senior Copywriter

**Goal:** Refresh post-purchase trigger campaign to align with updated brand guidelines. The Brand stakeholders requested playful exclamations along with helpful tips to make it easy for customers to understand the journey of their order.

**Solution:** For online retailer Zulily, email was the primary form of communication between customers. This gave the brand an opportunity to use its brand voice in all email placements, including post-purchase trigger emails. I used playful, modern language and familiar abbreviations.

OMG!  
**LOVE THIS FOR YOU!**

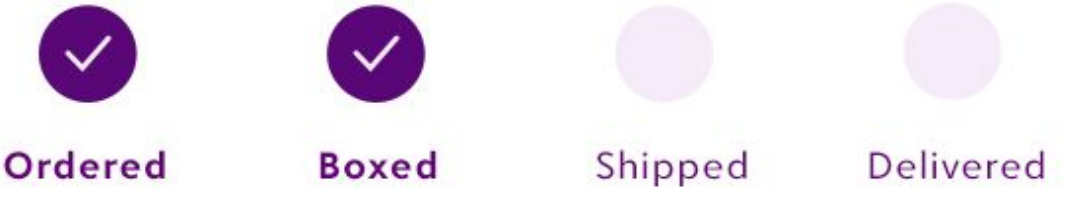
Thanks for your order,  
we'll be in touch with shipping updates.



**VIEW ORDER**

IT'S  
**COMING SOON!**


We're boxing up your order.  
Keep an eye on your inbox for your tracking number.



**VIEW ORDER**

YAY!  
**INCOMING!**


Good things are coming your way.



**TRACK PACKAGE**

**HAPPY UNBOXING DAY!**

We hope you love it!



**VIEW ORDER**

# SAMPLE WORK: EMAIL

**Role:** Senior Copywriter

**Goal:** Increase sales by sending an abandoned cart email when a customer leaves an item in their shopping cart.

**Solution:** Proposed including customer reviews and Affirm pricing to stakeholders.

**Results:** 10% increase in email revenue.

**You left something in  
your shopping bag**  
Complete your purchase before it's gone forever



Louis Vuitton Rose Litchi Monogram  
Vernis Alma PM Bag  
\$1,180.00

Pay over time and get your items for as low as \$104/mo.

Just select **affirm** at checkout!

[Learn more](#)

**affirm example:** For a \$1180.00 purchase you could pay \$104/mo over 12 months at 10% APR. A down payment may be required.

**COMPLETE CHECKOUT**

**Are you still thinking about it?**

Complete your purchase before it's gone forever



Louis Vuitton Rose Litchi Monogram  
Vernis Alma PM Bag  
\$1,180.00

Pay over time and get your items for as low as \$104/mo.

Just select **affirm** at checkout!

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**COMPLETE CHECKOUT**

**What our clients say**

★★★★★  Verified

6 days ago

**Exceptional Service**

Yoogis Closet offers a wonderful service for luxury goods. I have both bought items and sold my items to Yoogi's Closet and have found the service exceptional.

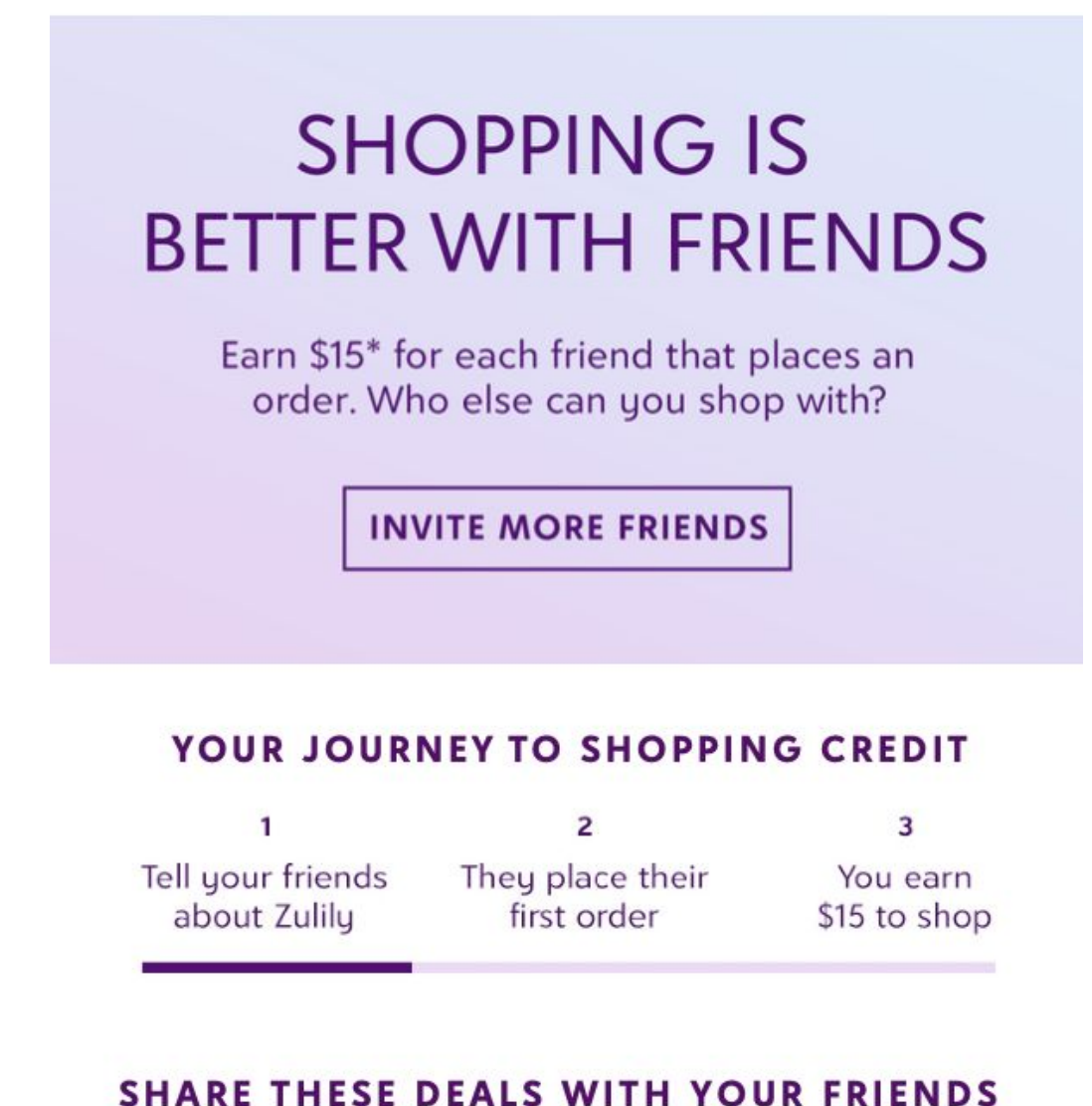
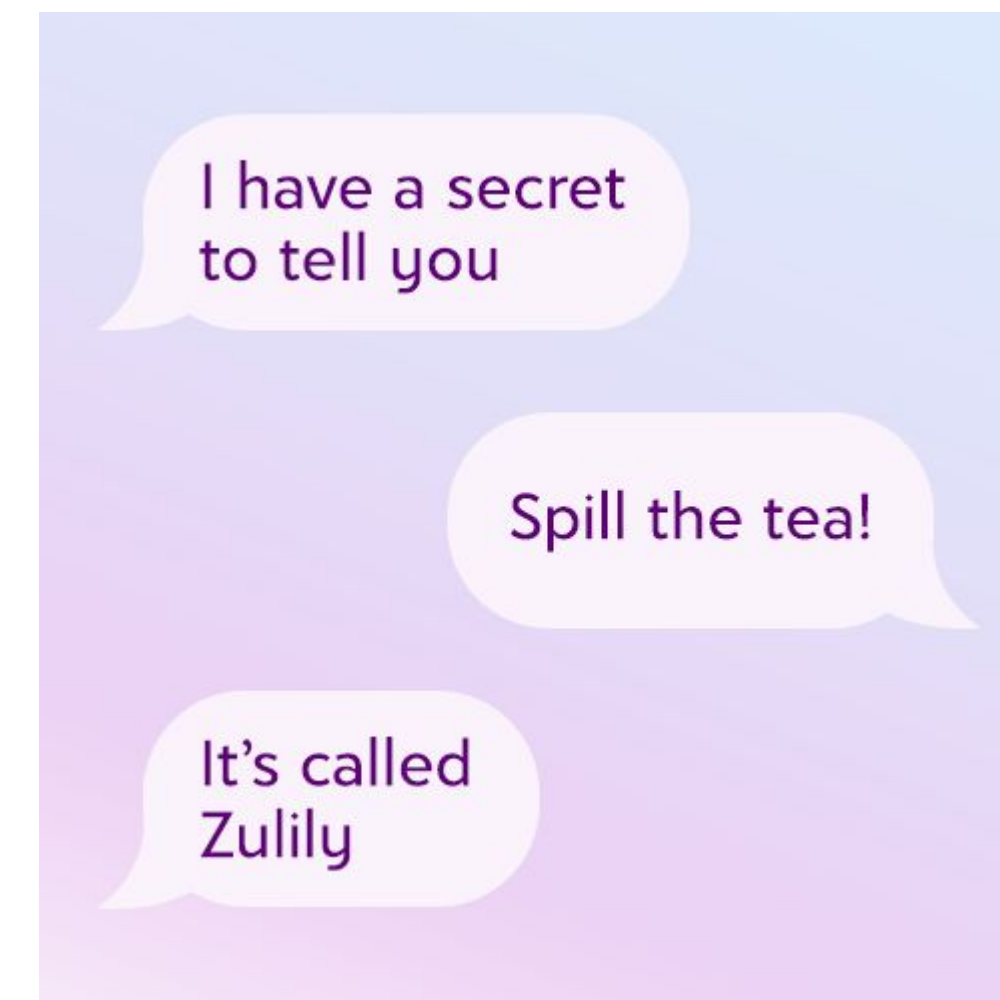
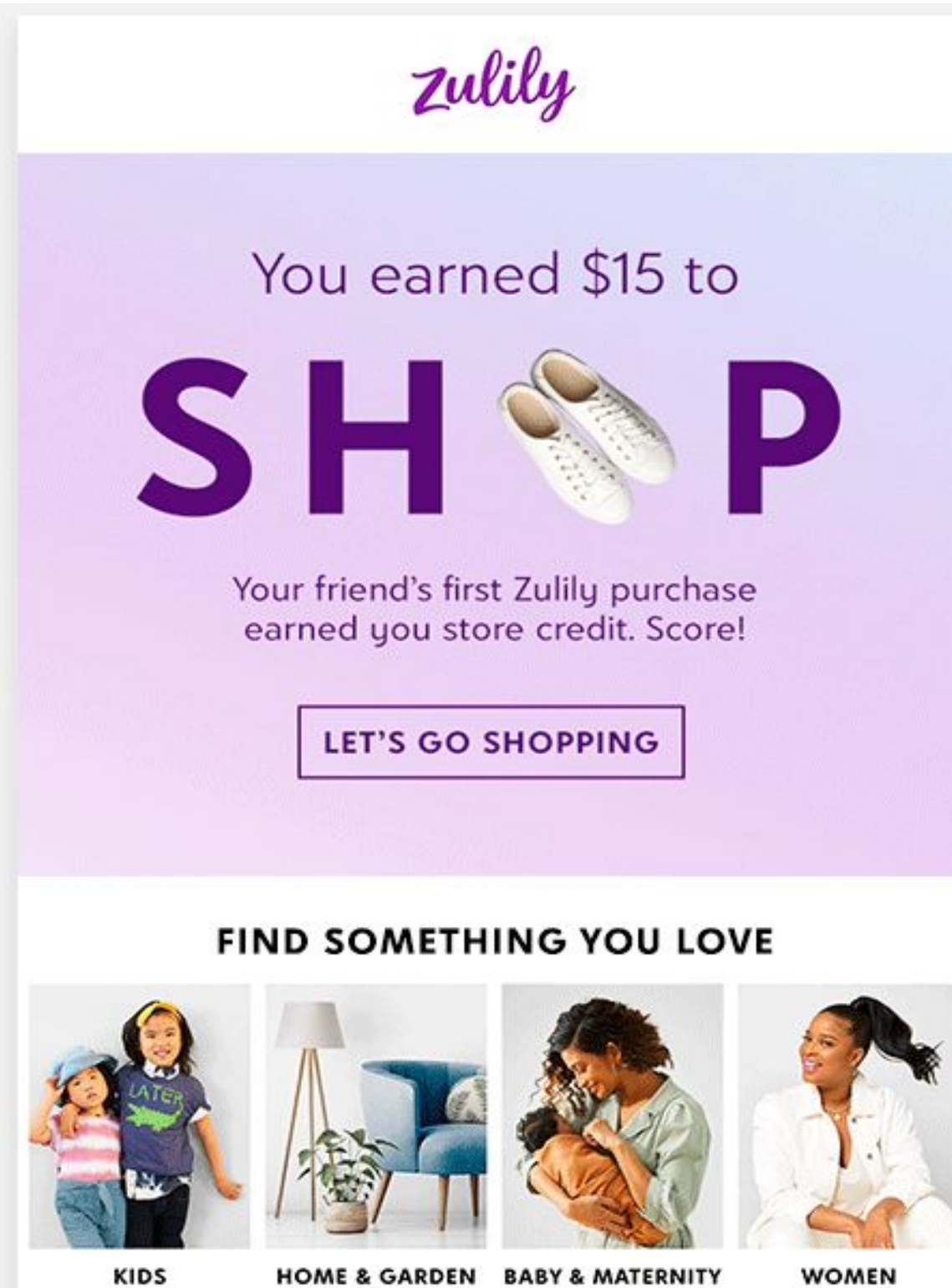
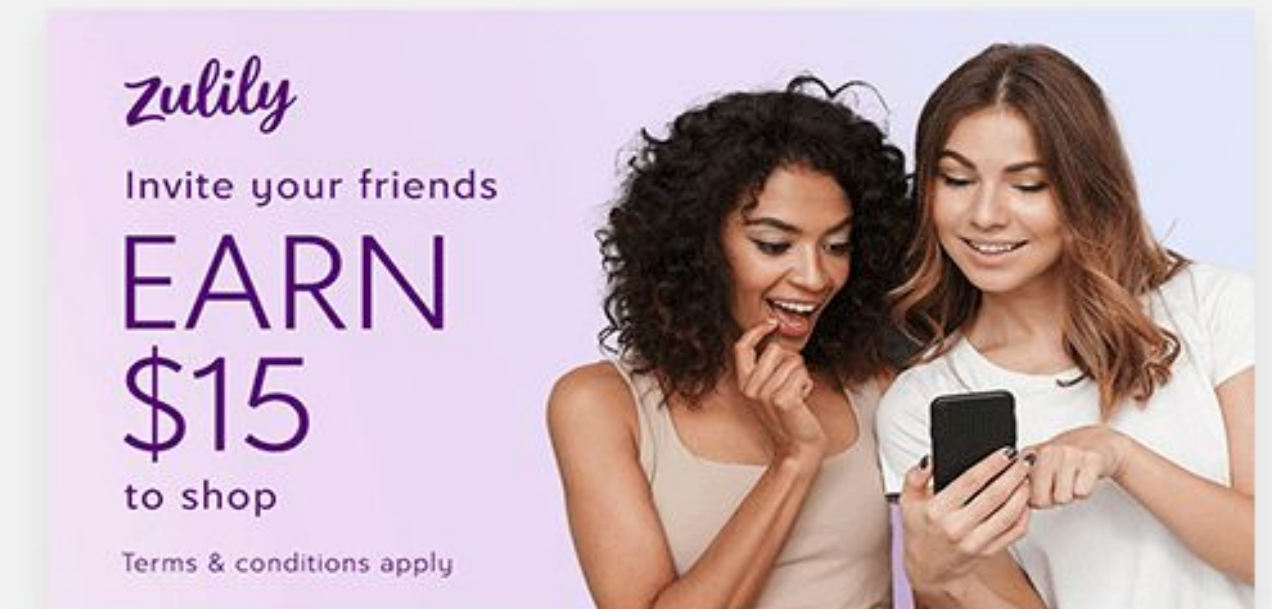
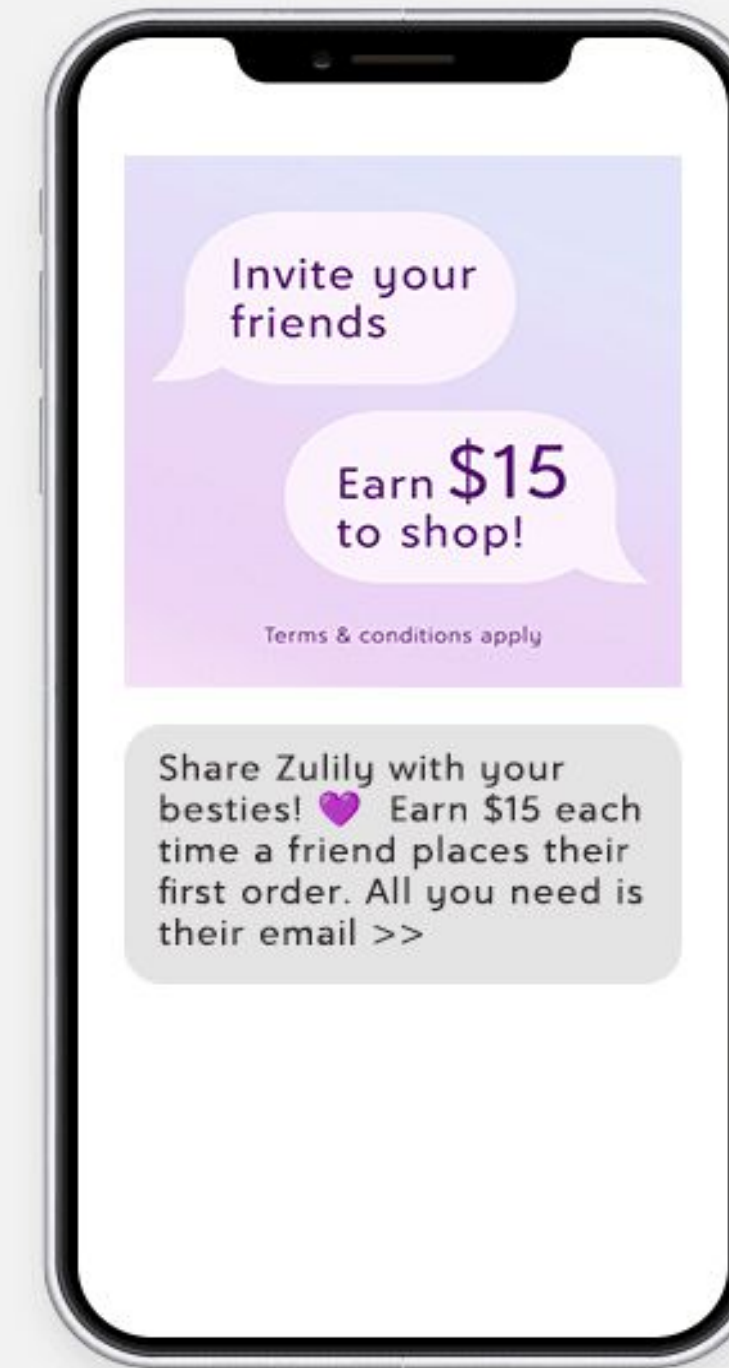
Recycling luxury goods is good for the environment and good for the bank balance.

# SAMPLE WORK: REFER A FRIEND

**Role:** Senior Copywriter

**Goal:** Increase brand awareness through the launch of a referral program across marketing channels: SMS, paid ads, email, and social.

**Solution:** Created an integrated marketing campaign with playful language to encourage sharing.



# SAMPLE WORK: ONSITE CONTENT

**Role:** Senior Copywriter

**Goal:** Attract customers looking for education about diamonds before purchase in an easy-to-read way.

**Solution:** Created educational content targeting top search queries that overlapped with best sellers.

**Results:** Increased organic search rankings (#1 on Google!) and decreased customer acquisition costs by 13%.

## The Wedding Ring Guide

The exchanging of wedding rings symbolizes your union, commitment and love for one another. Whatever your ring size, style preference and budget, Ritani has the perfect handcrafted wedding ring for you.

### *Know Your Metals*



#### **Platinum Rings**

This hypoallergenic white metal is super durable and won't fade.



#### **Palladium Rings**

The feather-light metal is extremely durable and best for sensitive skin.



#### **White Gold Rings**

The coolest tone of metals is the best-selling metal for women.



#### **Yellow Gold Rings**

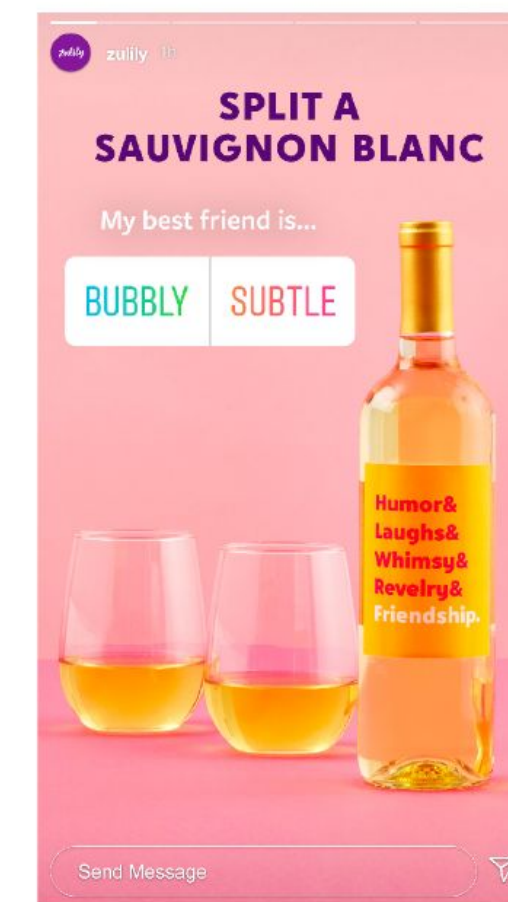
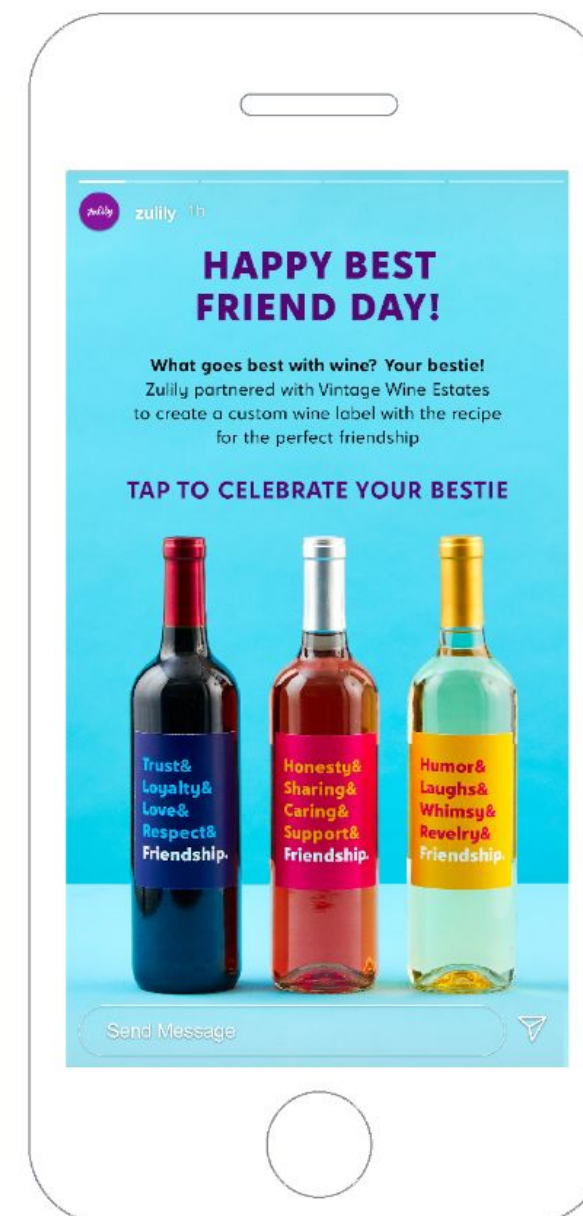
This warm-toned metal has been a classic go-to for centuries.

# SAMPLE WORK: WINE LABELS

**Role:** Senior Copywriter

**Goal:** Vintage Wine Estates partnered with Zulily to create a 3-pack wine collection with custom creative to be sold exclusively for 1 week to celebrate National Best Friend Day. Create a top-of-mind moment on social.

**Solution:** As a nod to a famous graphic design originally for the Beatles, words to describe friendship were stacked in the same way. The designer and I collaborated to come up with this concept that plays on color psychology (pink = caring, yellow = humor, blue = trust).





# SAMPLE WORK: SOCIAL

latermedia · Follow

latermedia You can't spell awesome without re...purposing your old content?

Wow, moving past that desperate attempt to poorly quote T Swift, getting more mileage out of the video content (that you work so hard to create) is always a good idea. 🙌

And while it's important to create video content with a specific platform in mind, it's totally possible to repurpose your video content for multiple channels in a way that feels organic. 🙌👍

📌 Link in bio: How to Repurpose Video Content Across Multiple Channels 📌

4,657 likes  
JANUARY 27, 2022

Comments on this post have been limited.

Becca Luna  
@beccarisa

If Taylor Swift can repurpose old content, so can you.

Zulily Sponsored

We're up at 6am, are you? Open the blinds to budget-friendly finds every day — before they sell out.

Zulily  
Deals so good you'll become a morning person

COFFEE MACHINE  
**CUISINART**  
\$199.95  
~~\$370.00~~

ZULILY.COM  
First deals, then coffee  
Make big savings part of your morning routine

Shop Now

57 3 Shares

Like Comment Share

FB/IG Feed - Static

Zulily

DEALS SO GOOD YOU'LL BECOME A  
**MORNING PERSON**

See More

FB/IG Story - Motion

Zulily zulily

I'M THE KIND OF REBEL THAT WEARS WHITE AFTER LABOR DAY

Liked by chardle and 834 others  
zulily Proud fashion rebels 😊

# WHAT THEY SAY ABOUT ME

I had the tremendous pleasure of working with Becca while we were both at Zulily. I was privileged to witness first hand her creative genius and ability to constantly innovate. She has an exceptional talent for writing copy that is consistently clever and scroll-stopping. Her brilliant insights into industry trends, tremendous sense of humor and ability to strategize a cohesive vision made her invaluable to our entire team. She is a natural leader and an incredibly collaborative and supportive team member. I cannot recommend her highly enough to any creative leadership role.

I had the pleasure of working with Becca on many social media and paid ads campaigns. She has a true knack for capturing customers attention in an inviting and personable way. She truly writes in a way that makes the customer feel as though they are part of the brand and not being spoken to. Not only is she a genius at copy, but she is such a joy to work with. She drives top tier brainstorming sessions and brings new and innovative ideas out of briefs. She consistently made the team's day to day better with her fun sense of humor and keen insights on what was happening within the industry. I'll miss working with her!

I had the pleasure of working with Becca in her role as Sr. Copywriter. She reported directly to me and is someone who is driven to produce the best quality work for any given project or campaign. She's someone who consistently helped elevate the quality of our work with her brave, out-of-the-box thinking. Her professionalism, positive attitude and good vibes are what I will remember most and we will miss her dearly on our team. Becca is an incredible asset to anyone lucky enough to work with her!

Talk about a wizard with words! Becca's ability to turn complicated business briefs into something that's elegant and easy for customers to understand is incredible. She keeps the brand's voice top of mind and is able to steer marketing stakeholders, creatives and leadership in the right direction when there's uncertainty about messaging priority. Besides being a copy genius she's caring and has a killer sense of humor. I'll miss working with you, Becca!

**THANK YOU**

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