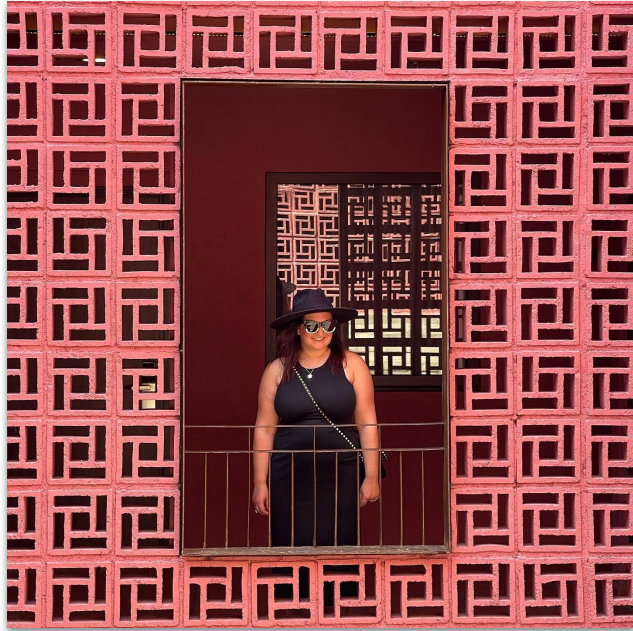


Becca Luna

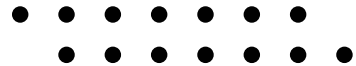
The Sentence Stylist





About Becca

- CSU Chico alumni
- West Seattle home owner
- Mini Schnauzer rescuer
- Voracious reader
- Handbag collector
- Purveyor of puns



Experience

2021 – 2023

Senior Copywriter

Zulily.com

2016 – 2021

Freelance Copywriter

Ritani, eBay, Helzberg Diamonds, Lowe's, FASHIONPHILE

2011 – 2020

Lead Copywriter

YoogisCloset.com

A woman with long braids, wearing a bright orange long-sleeved shirt and blue jeans, stands in front of a white wall. She is wearing large, dark sunglasses. The background shows a city street with brick buildings and fire escapes. The Zulily logo is in the top left, and promotional text is overlaid on the wall.

Zulily

**PAYING
FULL PRICE
IS SO
LAST SEASON**

zulily

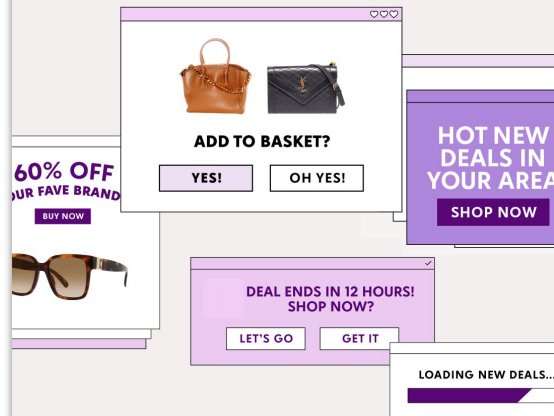
LIFE IS EXPENSIVE.
ZULILY ISN'T.



zulily

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

(SPOILER ALERT: IT'S NOT)



zulily

PROUDLY CHEAP
SINCE 2009

Join a zillion savvy shoppers

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

PUMA



**Paid
Social
Ads**

Organic Social



SHOPPING IS BETTER WITH FRIENDS

Earn \$15* for each friend that places an order. Who else can you shop with?

INVITE MORE FRIENDS

YOUR JOURNEY TO SHOPPING CREDIT

- 1 Tell your friends about Zulily
- 2 They place their first order
- 3 You earn \$15 to shop

Friend referring

Zulily Refer a Friend Campaign

Gabi wants to share their shopping secret with you:

It's called

A wonderland of brag-worthy deals to discover every day

LET'S GO SHOPPING

Referred friend

Zulily

You earned \$15 to

SHOP 

Your friend's first Zulily purchase earned you store credit. Score!

LET'S GO SHOPPING

FIND SOMETHING YOU LOVE



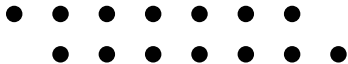
KIDS

HOME & GARDEN

BABY & MATERNITY

WOMEN

Referral credit



Email Trigger Banners

OMG!
LOVE THIS FOR YOU!

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

Ordered Boxed Shipped Delivered

[VIEW ORDER](#)

1. Order confirmation

IT'S
COMING SOON!

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

Ordered Boxed Shipped Delivered

[VIEW ORDER](#)

2. Order shipped

YAY!
INCOMING!

Good things are coming your way.

Ordered → Boxed → Shipped Delivered

[TRACK PACKAGE](#)

3. Tracking number received

HAPPY UNBOXING DAY!

We hope you love it!

Ordered → Boxed → Shipped → Delivered

[VIEW ORDER](#)

4. Order delivered



Skip the Chocolates

This Valentine's Day, give her
the ring she really wants



[CLICK HERE FOR
ENGAGEMENT RINGS](#)

Your Love, Your Way

Your love is unique.
Your engagement ring
should be too.



[SHOP ENGAGEMENT RINGS](#)



**Google
Display
Ads**

Email Copy

Happy Valentine's Day from Yoogi's Closet - Treat yourself | View in Browser YOOGI'S CLOSET

\$120/Month Louis Vuitton with 0% Interest - To qualify, simply add to cart | View in Browser YOOGI'S CLOSET

Treat yourself - Get it by Valentine's Day | View in Browser YOOGI'S CLOSET

Fall in love with pre-loved - See what we picked just for you | View in Browser YOOGI'S CLOSET

This just in - ALWAYS AUTHENTIC | View in Browser YOOGI'S CLOSET

Take a shopping break 🛍️ - Authenticated pre-owned luxury | View in Browser YOOGI'S CLOSET

We Specialize In The EXTRAORDINARY - See what we picked just for you | View in Browser YOOGI'S CLOSET

Louis Vuitton authenticity tips inside - 100% authentic or you get your money back | View in Browser YOOGI'S CLOSET

Last Chance To Save 15% On ALL Sales Items - Use Coupon Code: YC15OFF | View in Browser YOOGI'S CLOSET

Save 15% Off All Sales Items - See what we picked just for you | View in Browser YOOGI'S CLOSET

100s Of New Mark Downs | Save 15% On All Sales Items Now | View in Browser YOOGI'S CLOSET

Weekends Are For New Bags - 100% Authentic + Free Returns | View in Browser YOOGI'S CLOSET

Louis Vuitton available now

Browse authentic *New* and *Like New* Louis Vuitton items on Yoogi's Closet

Ships directly to your door!



SHOP LOUIS VUITTON

YOUR DREAM BAG, DELIVERED

SHOP DESIGNER HANDBAGS



Popular on Yoogi's Blog



NOW TRENDING

HOW TO PERSONALIZE YOUR PURSE

Because your handbag
needs accessories too.

[READ NOW](#)

AUTHENTIC? ALWAYS.

Save on your next designer handbag

Up to 80% off the original retail price



[SHOP NOW](#)

Site Banners

Web Content

From yoga class to video meeting
Business on the top, lounge on the bottom



Bike shorts + sports bra + button-up shirt + sneakers + hoop earrings

Working from home and need to squeeze in a yoga class before your next meeting? When you're done downward dogging, add a crisp button-up shirt, and lipstick for added visual interest from the waist up.

Shop button-up shirts



Levi's® (Black) Denim
Slim-Fit® Women's™ Snap
Button-Up™ (short-sleeve)

Levi's® (Light Blue) Denim
Slim-Fit® Women's™ Snap
Button-Up™ (short-sleeve)

Levi's® (White) Denim
Slim-Fit® Women's™ Snap
Button-Up™ (short-sleeve)

Levi's® (Light Blue) Denim
Slim-Fit® Women's™ Snap
Button-Up™ (short-sleeve)

Levi's® (White) Denim
Slim-Fit® Women's™ Snap
Button-Up™ (short-sleeve)

Levi's® (Light Blue) Denim
Slim-Fit® Women's™ Snap
Button-Up™ (short-sleeve)

Levi's® (White) Denim
Slim-Fit® Women's™ Snap
Button-Up™ (short-sleeve)



Styling Tips

Layer on jewelry
Add statement necklaces, hoop earrings or a stack of bracelets

Accessorize appropriately
Grab a crossbody bag and sunglasses

Step out in style
Boots, sneakers, or sandals will do

Find the accessories you love



Shoes



Bags, Wallets &
Travel



Jewelry &
Watches



Accessories

DIAMOND EDUCATION

Learn everything you need to know

The 4Cs >

Discover what makes a diamond brilliant

Cushion Diamonds >

Vintage style with modern day appeal

Round Diamonds >

The most popular diamond shape

Princess Diamonds >

Bold angles and brilliant sparkle

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.

Reviews



5 out of 5

“Talk about a wizard with words!”

“An exceptional talent for writing copy that is consistently clever and scroll-stopping.”

“Not only is Becca a genius at copy, but she is such a joy to work with.”

Thank you

