

Randy Lugo

Senior Copywriter

I write content based on trends, instincts, research and human truth.



EXPERIENCE

Jun 2019 – Jan 2020

Herbalife Nutrition (Contractor)

Crafted content for all digital channels, which generated a 23% engagement increase based on clicks and reviews

Jan 2019 – Apr 2019

eSalon.com (Contractor)

Wrote copy and worked closely with Art Directors, UX designers and product marketing team to successfully launch eSalon.com in the U.S. Hispanic Market and Spain

Mar 2016 – Jan 2019

Sunrider International

Wrote, edited and proofed all marketing related materials including direct mail, web, videos, catalogs, magazines and newsletters.

Deadlines were tight, but the team and working culture were upbeat, fun and professional. That's always a big plus.

Sep 2013 – Mar 2016

Molina Healthcare

Wrote Direct Response copy for three national campaigns, including TV, OLV, OOH, social, print, radio and digital

Learned a big deal about the health insurance industry (private and government-sponsored plans)

EDUCATION

2004

B.A. Journalism

Universidad Santa Maria

2009

Screenwriting

UCLA Extension

2011

Creative Writing

LMU Extension

SKILLS

Direct Response & Direct Mail
SEO, Metadata, basic HTML
Wordpress, Wix & SharePoint
QA & UAT testing platforms
JIRA, Workfront & Slack
ATA translator (Spanish)

ABOUT ME

I'm from the Caribbean, love coffee and I ride my bicycle almost every day. I'm also in the process of publishing my first book, a poetry collection I think I'm going to call: Si mi corazón pesara menos.

CONTACT

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