

## Liza J. Lee

### PROFILE OVERVIEW:

- **Marketing & Content** – Content strategy, CMS editing, SEO copywriting, PR, social media, sales collateral, project management and stakeholder approvals
  - **Corporate Experience** – HSBC in Canada, US and Bermuda, BCAA, ICBC, PwC, Sage, Symcor, eBay / PayPal, Fortis BC, TELUS Mobility and Western Union Business Solutions
  - **Agency Experience** – AQUENT, Rethink, JWT, Open Road, Blast Radius, Guaranteed SEO, PCIS, Content Strategy, Skunkworks and The Creative Group
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### MARKETING TOOLS:

Microsoft Office	Unbounce	Google Drive	Facebook	Yoast SEO
Adobe CS	SalesForce CRM	Google Analytics	Twitter	SEMrush
Wordpress	Pareto CRM	Google Ads	Instagram	GatherContent
HTML / CSS	Eloqua	Bing Ads	LinkedIn	Hootsuite
Asana / Basecamp	Mailchimp	Facebook Ads	Google+	Dropbox

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### MARKETING EXPERIENCE:

#### *Financial Confidence, Quasar Financial, Canada Financial & Pacific Place Group, Vancouver, BC*

##### **Marketing Specialist (Financial Services) Aug 2014 – Oct 2018**

- Marketing plans, content strategy, copywriting, Pareto CRM, email, social media and site redesign
- Produced launch events and workshops for insurance, investments, exit planning and M&A.
- Generated investment leads and new accounting firm partners for referrals to financial advisors.
- Received a 10% bonus on 12 months income from Financial Confidence for referrals.

#### *The Creative Group (Outsourcing Agency), Vancouver, BC*

##### **Digital Copywriter (BCAA Home Insurance E-Commerce Website) Sep 2018 – Sep 2018**

- Collaborations with marketing, web IS and underwriting team for copywriting and UX.
- Participated in daily scrums for edits and approvals for online home insurance content.

#### *AQUENT (Creative Outsourcing Agency), Vancouver, BC*

##### **Content Strategist / Digital Copywriter (Fortis BC Website) Mar 2018 – Jul 2018**

- Collaborations with marketing team for web development, content strategy and CMS editing.
- Used GatherContent as CMS editing tool for Sitefinity migration of Fortis BC website.
- Rewrote select regulatory content under BC Utilities Commission.

#### *APICS Vancouver Chapter, Burnaby, BC*

##### **Marketing Specialist (Logistics & Distribution) Jan 2017 – Jun 2018**

- Provided email and direct marketing for APICS events to attract new members.
- Promoted and attended APICS booth at Cargo Logistics Canada conference.
- Developed, executed and assisted on campaigns for annual ERP Showcase events.

***Mefon Ventures, Vancouver, BC***

**Marketing / Business Specialist (Technology)**

**Jan 2018 – Mar 2018**

- Managed Wordpress site development and developed investor presentation.
- Researched government contracts, grants and funders for biometrics security.
- Business development for private capital investors and consultants.

***AGENCIES: Skunkworks and Content Strategy; and Symcor, Vancouver, BC***

**Content Strategist / Copywriter (Websites, Social Media & Blogging)**

**Aug 2016 – Sep 2017**

- Thought-leadership research, interviews and writing for content and social media.
- Worked with clients to discover content needs and collaborate on persona development.
- Web copywriting included SEO keywords, onsite optimization and offsite optimization.
- Headlines, sub-headlines, CTAs, section headings, bullet points, body copy and captions.
- Projects included various law firms in BC and Alberta; Commonwealth FX and Symcor.

***BC Mortgage Lenders, Vancouver, BC***

**Digital Marketing Specialist (Mortgages)**

**Jan 2014 – Apr 2017**

- Marketing plan, copywriting, CRM, email marketing, social media and Wordpress redesign.
- Unbounce landing page optimization with call-tracking and email opt-ins for mortgages.
- Generated leads with Google Ads, Bing Ads, Facebook Ads and content with SEO.
- Developed branding, website, graphics and social media assets for online mortgage leads.

***Western Union Business Solutions, Vancouver, BC***

**Digital Marketing Specialist (Global Payments)**

**Mar 2012 – Dec 2013**

- Executed tactics for 1.5 million emails / month and 400,000 global payments contacts in Eloqua.
- Created emails, lead nurturing programs, forms, landing pages, reports and lists from Salesforce.
- Trained staff to create emails, lists, scheduled deployments and reports on Eloqua.
- Updated monthly, weekly and daily news content for North America, Europe and Asia Pacific.
- HTML skills and project management for multiple campaigns with stakeholder approvals globally.

***PCIS (IT Consulting) FutureWorks Program, Vancouver, BC***

**Manager of Marketing Communications (Technology)**

**Apr 2011 – Mar 2012**

- Worked with PCIS team to discover content needs and collaborate on persona development for new information architecture, content audit, content matrix, content gap analysis, competitive content analysis, content guidance and editorial guidance.
- Web and email copywriting included SEO keywords, onsite optimization and offsite optimization, headlines, sub-headlines, CTAs, section headings, bullet points, body copy and captions.
- Collaborated with IBM Demand Generation team for 12 months for B2B mid-market and enterprise leads to manage deliverables including brief, budget, time line and campaign execution.
- Wrote and optimized web content, case studies and whitepapers for IBM Lotus Notes, IBM Lotus Domino, IBM WebSphere, Microsoft Outlook, Microsoft Exchange and Microsoft SharePoint.
- PCIS provided the TELUS healthcare provider portal IBM WebSphere for WorksafeBC.
- Worked with the TELUS communications team on joint content for TELUS Health and PCIS.
- User-testing for Prosyna, social media agency tool with software developers.

***Sage, Richmond, BC***

**Lead Copywriter / Content Strategist (Technology)**

**Dec 2010 – Apr 2011**

- Wrote creative briefs with marketing and product managers for Sage50 and Business Intelligence.
- Provided copywriting for webpages, banner ads, email and social media.
- Proofread and QA English, French and Spanish Sage 50 websites.

**FREY WILLE, Vancouver, BC**

**Publicist (Art / Design)**

**Sep 2010 – Mar 2011**

- Promoted opening of FREY WILLE (art and design retail boutique) locally and nationally.
- PR launch, invitations to +40 editors with product placements in Westender, Where and NUVO.
- ET Canada interview at the Vancouver Fashion Week opening gala and media launch.
- Product postings to generate social media engagement on Twitter and Facebook.

**AGENCIES: Guaranteed SEO and Blast Radius; and Best Buy, Vancouver, BC**

**Content Strategist / Copywriter (Websites & Intranets)**

**Jun 2009 – Oct 2010**

- Thought-leadership research, interviews and writing for content and social media.
- Worked with clients to discover content needs and collaborate on persona development.
- Web copywriting included SEO keywords, onsite optimization and offsite optimization.
- Headlines, sub-headlines, CTAs, section headings, bullet points, body copy and captions.
- Projects included various e-commerce sites, Seagate website and Best Buy intranet.

**AQUENT (Creative Outsourcing Agency), Vancouver, BC**

**Copywriter (Websites and Blogging)**

**Jul 2008 – Apr 2009**

- Collaborations with creative directors, UX, IA, programmers, designers, marketing team and clients for web development, content strategy and editing of campaigns, website redesign and blogging.
- Utilized JIRA tracking tool for content revision with subject matter experts.
- Projects included ICBC, TELUS Mobility and Shea Homes.

**AQUENT (Creative Outsourcing Agency), Vancouver, BC**

**Account Director for JWT (HSBC Direct Savings Account)**

**Apr 2008 – Jun 2008**

- Lead JWT account team for PPC, banner ads, and landing pages for \$20 M account.
- 90 day digital campaign succeeded in attracting \$2 B in deposits for HSBC Direct Savings.
- Developed and wrote client briefs for the acquisition and retention campaigns for direct savings.

**AQUENT (Creative Outsourcing Agency), Vancouver, BC**

**Copywriter (Web and Print)**

**Mar 2008 – Apr 2008**

- Collaborations with marketing team, designers and business units
- Fortis BC (Terasen Gas) web and print copywriting

**AQUENT (Creative Outsourcing Agency), Vancouver, BC**

**Manager of Marketing Communications for HSBC (Financial Services)**

**Mar 2003 – Jan 2008**

- Managed brand standards for web, email and print assets for multiple channels, including advisors.
- HSBC content management in Canada (English, French, Chinese), US and Bermuda.
- Developed the marketing plan, brand and trademark for the launch of HSBC LifeMap Portfolios to retain and grow market share with \$200 M in assets under management 2 years after inception.
- Project Owner / Executive Producer of Meet the Manager global microsite and 30 video webcasts.
- Project Manager for website redesign for institutional, private, retail and financial advisor channels.

**AQUENT (Creative Outsourcing Agency), Vancouver, BC**

**Copywriter / Editor / Proofreader (Web, Print, Radio and TV)**

**Jan 2001 – Feb 2003**

- Worked with designers and marketing team and business units for web, print, radio and TV ads.
- Projects included BCAA, Westworld Magazine, PwC, SuperPages and Nokia.

## OTHER EXPERIENCE:

### *The Art Party (Social Networking Community), Vancouver, BC*

#### **Social Media (Fine Art / Networking Events)**

**Jul 2010 – Jul 2018**

- Co-founder of social networking community with a few human and robot volunteers
- Developed +10,000 social media audience on LinkedIn, Facebook, Twitter and Instagram.
- Achieved Google Local Guides Level 6 with +400,000 photos views in 14 weeks.
- Organized sponsored local events for Coinfest (crypto-currencies) and Blockchain Innovation Labs.
- Promoted affiliate network marketing for Synergy team which grew to +4000 members in 4 weeks.
- Co-produced *Crowdfunding Success Workshop for Creatives & Changemakers* with Spring Activator (social impact global school), Blackbox Print and The Tribe as sponsors
- Collaboration with DUDOC, World of Walas and Barterfirst for local, sustainable food event.

### *eBay / PayPal (Membership E-Commerce Platforms), Burnaby, BC*

#### **Email Technical Support (Call Centre)**

**Apr 2003 – Oct 2003**

- Provided customized email technical support for members to succeed on eBay / Paypal
- Utilized macros and help menus to research most suitable answers with over 98% accuracy.
- Completed eBay University call centre training for eBay, Paypal and eBay Stores.

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## EDUCATION & TRAINING:

**Bachelor of Arts Degree (English) – *University of British Columbia, Vancouver, BC***

**Diploma in Digital Media Arts – *Vancouver Training Institute, Vancouver, BC***

**Certificate in Marketing Communications – *British Columbia Institute of Technology, Burnaby, BC***

**Certificate in Web & Print Production – *Corporate Communications Training, Vancouver, BC***

#### **Digital Marketing Training Courses – *Online Learning and Vancouver, BC***

- Inbound Marketing: Hubspot (Inbound Marketing and Sales Software)
- Eloqua: Marketing Automation Online Training at Western Union Business Solutions
- FutureWorks Technology Training Program: IBM and Microsoft at PCIS
- Advanced Internet Marketing Program: Internet Marketing Center
- Advertising Copywriting: Simon Fraser University

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## PORTFOLIO:

**Marketing Content Samples:** <http://www.lizajlee.com/lizajleesamples.pdf>