

## Liza J. Lee

### PROFILE HIGHLIGHT:

**Marketing Campaign Leadership:** HSBC Asset Management launches up to \$1 million budget each, HSBC Direct Savings \$20 million account, PCIS (IT consulting) and IMPACT Festival (fundraising)

**Digital Marketing:** Strategize, plan and implement digital marketing campaigns for demand and lead generation with conversion optimization; develop content calendar and provide analytics reporting

**Content Strategy / Copywriting:** SaaS, technology, e-commerce and financial services industries with onsite SEO for lead generation and sales enablement

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### MARKETING TECH STACK:

Microsoft 365	Unbounce	Google Local	Facebook	YouTube
Adobe CS	SalesForce CRM	Google Webmaster	Twitter	SEMrush
Wordpress	Dynamics CRM	Google Analytics	Instagram	Yeast SEO
Slack / Basecamp	Eloqua	Google Ads	LinkedIn	Hootsuite
Mailchimp	Hubspot	Bing Ads	Pinterest	SharePoint

### DIGITAL MARKETING / CONTENT EXPERIENCE:

#### *Various Agencies & Contracts, Vancouver, BC*

**Jan 2016 – Present**

##### **Content Strategist / Copywriter (Various Industries)**

- Microsoft (tech stack), Beanworks (AP automation), Microserve (IT / MSP), Binary Stream (Dynamics ERPs ISV), Symcor (fintech), Commonwealth FX (global payments), BCAA (insurance), FortisBC (utilities), Skunkworks (legal), Pacific Place Group (real estate), Data Driven Marketing.
- Collaborations on persona development, content audit, content strategy and content writing.
- Developed content calendar for sales enablement collateral, web content, PR and more.
- Adobe Indesign and copywriting for case studies, whitepapers, sales sheets and brochures.
- Web copywriting included SEO keywords, onsite optimization and offsite optimization.
- Provided landing page optimization with call-tracking, email autoresponders and paid ads.

#### *IMPACT Festival (Non-profits / Volunteers), Vancouver, BC*

**Apr 2020 – Dec 2020**

##### **Marketing Director (Charity Fundraisers)**

- Recruited volunteers and partnerships for 3D Virtual World with +10 million members, Earth Charter® / United Nations speakers and other Zoom speakers for virtual IMPACT Festival.
- Digital campaign strategy and management of Google Ads, Google Analytics, Facebook, Twitter, Instagram and LinkedIn for fundraising.
- Developed an online funnel with WordPress, multiple landing pages, bridge pages, email autoresponders, SMTP email service, eBay and PayPal.

#### *Financial Confidence Advisors, Vancouver, BC*

**Aug 2014 – Apr 2016**

##### **Marketing Specialist (Financial Services)**

- Created marketing plans, collateral, CRM, email, social media and Wordpress CMS, forms and letters for insurance products, financial planning, succession planning and exit planning.
- Wrote and designed investor pitch deck Powerpoint presentations.
- Developed leads and new accounting firm partners, resulting in a 10% bonus.

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

**Mar 2012 – Dec 2013**

**Marketing Automation Specialist (Global Payments)**

- 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), Vancouver, BC**

**Apr 2011 – Mar 2012**

**Marketing Communications Manager (Technology)**

- Collaborated 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.
- 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.
- 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**

**Dec 2010 – Apr 2011**

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

- 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.
- Learned all features of Sage50 accounting software for small businesses.

**FREY WILLE, Vancouver, BC**

**Sep 2010 – Mar 2011**

**Publicist (Art / Design)**

- 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.

**Guaranteed SEO, Vancouver, BC**

**Mar 2010 – Feb 2011**

**SEO Copywriter (Various Websites)**

- Worked with clients to discover content needs and collaborate on persona development.
- Web copywriting included SEO keywords, onsite optimization and offsite optimization.
- Headlines, subheadlines, CTAs, section headings, bullet points, body copy and captions.

**AQUENT (Creative Staffing), Vancouver, BC**

**Jan 2008 – Aug 2010**

**Content Strategist / Content Writer (Enterprise Websites & Intranets)**

- Collaborations with creative directors, UX, IA, programmers, designers, marketing team and clients for web development, content strategy and editing of campaigns, website and intranet redesign.
- ICBC, TELUS Mobility, Best Buy, Seagate, Shea Homes, FortisBC, PwC, BCAA and HSBC

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

- Lead JWT account team for PPC, banner ads, and landing pages for \$20 M account.
- 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.

**HSBC Asset Management, Vancouver, BC**

**April 2004 – Dec 2007**

**Marketing Communications Manager (Financial Services)**

- HSBC content management in Canada (English, French, Chinese), US and Bermuda.
- Provided channel marketing management and product launches with budgets up to \$1 M.
- 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.

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

**Apr 2003 – Oct 2003**

**Customer Support Specialist (Call Centre)**

- 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**

- Google Ads: Google Ads Grant Training at The Art Party
  - Hubspot: Inbound Marketing Online Training at Binary Stream
  - Eloqua: Marketing Automation Online Training at Western Union Business Solutions
  - FutureWorks: Technology Training Program with IBM and Microsoft at PCIS
  - Advanced Internet Marketing Program: Internet Marketing Center
  - Advertising Copywriting: Simon Fraser University
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**WRITING SAMPLES:**

Digital content, sales enablement collateral, press releases, user guides and more:

<http://www.lizajlee.com/images/lizajleesamples.pdf>