

Liza J. Lee

PROFILE HIGHLIGHT:

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

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

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)

MARKETING TECH STACK:

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

CONTENT STRATEGY & MARKETING EXPERIENCE:

Avanade, Vancouver, BC

Sep 2020 – Present

Consultant, Content Strategy (Microsoft Tech Ecosystem)

- Started on contract September 2020 for Microsoft tech ecosystem projects and transitioned to FT June 2021 as Consultant, Content Strategy.
- Lead clients in developing content and communications strategies, overseeing the creation, curation, and governance of content for enterprise projects on Microsoft tech stack.
- Helped internal stakeholders understand and produce on-brand content target personas need to find information, make decisions, and complete tasks on the user journey.
- Lead strategy sessions, create content, and implement content strategies across multiple teams and projects.
- Created content strategy deliverables for content models, content audits, content maps, taxonomies, voice and tone docs, style guides, strategy presentations and copy decks.
- Provided information structure, data gathering, user needs and behaviours, labelling techniques, and navigational systems.
- Conducted high-quality research and fact-check before submitting copy for reviews.
- Provided content writing, editing, and proofreading, with a portfolio of samples.

Various Agencies & Contracts, Vancouver, BC

Jan 2016 – Sep 2020

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

- Product Launch: For Microsoft go-to-market content at Udemy
 - 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>