

Liza J. Lee

HIGHLIGHTS:

Content Strategy, Copywriting, UX Writing & Technical Writing: Collaborations with creative directors, UX designers, visual designers, developers, and stakeholders for web development, content strategy, and copyediting for website and intranet redesign. Enterprise UX projects: Microsoft, ICBC, TELUS, Best Buy, Seagate, Shea Homes, FortisBC, PwC, BCAA, BCIT, HSBC, and Mortgage Cadence.

Digital & Email Marketing: Digital marketing management at HSBC for product launches with budgets up to \$1 M each for marketing plans, branding, and trademarking; email marketing for Western Union Business Solutions for 1.5 million emails/month and 400,000 global payments contacts on Oracle Eloqua and Binary Stream (Microsoft Partner ISV for Dynamics ERPs) content on HubSpot.

Generative AI for Large Language Model (LLM): Wrote and edited short and long-form LLM prompts and completions that met high daily quota and quality standards for a global team of 500+ writers and editors with over 500,000 prompts and completions in 5 months to jumpstart a generative AI service; adapted and adjusted to the many pivots and gained deep expertise.

Industry Experiences:

- **Technology:** Global IT Consulting, Fintech, AI, and Web 3.0
- **Financial Services:** Banking, Investments, and Insurance
- **Utilities:** Gas, Electric, and Telecommunications

Key Accomplishments:

- **Avanade:** Content strategy, copywriting, UX writing, and generative AI LLM writing/editing
 - **Avanade Shark Thank Award 2022 Winner:** NFT roadmap & Web 3.0 and mentoring
 - **Microsoft:** Viva Topics Microsoft Learn certification with AI & Machine Learning
 - **HSBC:** Managed up to \$1M budget for marketing product launches
 - **Google Local Guide:** Over 21 million photo views to benefit local businesses
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MARKETING TECH STACK:

Microsoft 365	Dynamics CRM	Google Local	Facebook	YouTube
Figma	Oracle Eloqua	Google Webmaster	X (Twitter)	TikTok
Adobe CS	HubSpot	Google Analytics	Instagram	Yoast SEO
Canva	Mailchimp	Google Ads	LinkedIn	Camtasia
Snagit	WordPress	Bing Ads	Discord	Co-pilot

CONTENT STRATEGY & MARKETING EXPERIENCE:

Avanade, Vancouver, BC

Sep 2020 – Present

Content Strategist, Copywriter, UX Writer & Technical Writer

- Provided content strategy, writing, and editing for Microsoft Viva Topics, Microsoft Learn with AI and Machine Learning, Accenture Utilities, TELUS Business, gen AI LLM, and Mortgage Cadence.
- Won the Avanade Shark Thank Award 2022 for the NFT Roadmap & Web 3.0 and mentoring of Avanade interns; YVR DAO and Vancouver Web 3.0 community member.
- 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 projects.
- Created content strategy deliverables for content models, content audits, content maps, taxonomies, voice and tone docs, style guides, strategy presentations, and copy decks.
- Conducted high-quality research and fact-check before submitting copy for reviews.

Various Agencies & Contracts, Vancouver, BC

Jan 2016 – May 2021

Content Strategist, Copywriter & UX Writer (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 (education), and Pacific Blue Cross (insurance).
- 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.

Financial Confidence Advisors, Vancouver, BC

Aug 2014 – Apr 2016

Marketing Consultant (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 Oracle 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 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 acquired by IBM.

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.

Guaranteed SEO, Vancouver, BC

Mar 2010 – Mar 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, meta descriptions, section headings, bullet points, body copy, and captions.

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.

AQUENT (Creative Staffing), Vancouver, BC

Jan 2008 – Aug 2010

Content Strategist / UX Writer (Enterprise Websites & Intranets)

- Collaborations with creative directors, UX designers, visual designers, developers, and stakeholders for web development, content strategy and editing of websites and intranets.
- ICBC, TELUS, Best Buy, Seagate, Shea Homes, FortisBC, PwC, BCAA, BCIT, 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.
- 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.

Medical, Disability & Litigation Experience Settling 500+ Injury Claims

Previous Career

- Provided research, analysis, and negotiation to settle 500+ injury claims as ICBC adjuster.
- Insurance training included Insurance Institute of British Columbia for medical, disability, and litigation claims, liability, automobile insurance, bodily injury claims and first-year business law.

EDUCATION & TRAINING:

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

Insurance & Claims – Insurance Institute 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