

LIZA J. LEE

Content Marketing Specialist

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SUMMARY

Content Marketing Specialist and Copywriter with 20+ years partnering with creative directors, UX designers, developers, and stakeholders to plan, execute, and optimize content across tech and financial services.

- **Content Marketing:** Planned, executed, monitored, and optimized marketing communications and campaigns within budget to achieve defined business objectives for Vancity, HSBC, and Western Union Business Solutions.
- **Copywriting & Content:** Delivered content for Apple, Microsoft, TELUS, Amazon, RBC, BCAA, FortisBC, and Accenture Song, from creative briefs and UX copy to content models, audits, and style guides.
- **Marketing Management:** Directed brand launches and product marketing with budgets up to \$1M, including the development of marketing plans, branding, and trademarking for HSBC and PCIS.
- **Gen AI & LLM Content:** Produced prompts and completions to high daily quota and quality standards for a global Accenture team of 500+ writers and editors.

TECHNICAL SKILLS

AI Prompts for LLMs, GEO, SEO, SEM, Google Ads, Facebook Ads, Social Media, CMS, Adobe CS, Office

PROFESSIONAL EXPERIENCE

Vancity, Vancouver, BC

May 2026 – Present (Contract)

Content Marketing Specialist & Copywriter (Financial Services)

- Planned, executed, monitored, and optimized marketing communications, campaigns, and platforms within budget to achieve defined business objectives.
- Developed marketing content and copywriting that delivered to the brand experience.
- Provided advice and support to internal and external stakeholders to ensure marketing tactics and content were relevant, compelling, and organized so audiences could effectively access them.

Critical Mass, Vancouver, BC

Jun 2025 – Mar 2026

Copywriter & UX Writer (Apple.com Transactions)

- Participated in strategic brainstorming, campaign and brief development, and creative.
- Worked closely with art directors and designers to bring concepts to life and ensure copy tone and style are consistent with tone and style on multiple projects simultaneously.
- Collaborated with project teams to understand business objectives and audience demographics.
- Translated creative direction and copy points from creative briefs into engaging and effective copy concepts with high standards and quality control.
- Liaised and presented to internal teams.

Avanade (Accenture), Vancouver, BC

Sep 2020 – Jun 2025

Content Strategist & Copywriter (Enterprise Consulting)

- Executed content strategy and copywriting for high-profile projects at Avanade, Microsoft, and Accenture.
- Guided stakeholders in producing personas and on-brand content for the user journey and decision-making.
- Developed deliverables, including content models, audits, maps, taxonomies, style guides, and copy decks.
- Authored high-volume LLM prompts and completions for an Accenture global team of 500+.
- Performed rigorous research and fact checking to ensure submission-ready, high-quality copy.
- Developed competitive RFPs and infrastructure proposals for Avanade/Accenture, producing high-impact executive summaries, solution descriptions, methodologies, and case studies for sales pipelines.
- Won the 2022 Avanade Shark Tank Award for the NFT Roadmap & Web 3.0 to support local artists.

Various Contract Roles, Vancouver, BC Jan 2016 – Jan 2021*Content Marketing Specialist (Technology, Financial Services, Insurance)*

- Provided content: Microsoft (tech stack), Beanworks (fintech), Microserve (IT / MSP), Binary Stream (fintech), Symcor (fintech), Commonwealth FX (fintech), BCAA (insurance), FortisBC (utilities), Skunkworks (legal), Pacific Place Group (financial services), Data Driven Marketing (education), Pacific Blue Cross (insurance).
- Collaborated on persona development, content audit, content strategy, and content writing.
- Developed content calendar for sales collateral, web content, landing pages, and PR.
- Adobe InDesign and copywriting for case studies, whitepapers, sales sheets, and brochures.
- Web copywriting included SEO keywords, onsite optimization and offsite optimization.

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 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, editorial guidance and SEO.
- 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 a social media agency tool with software developers, acquired by IBM.

Sage, Richmond, BC**Dec 2010 – Apr 2011***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.

HSBC Asset Management, Vancouver, BC**Apr 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 \$1M.
- 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.
- Provided marketing and sales materials for branches to support over 1,000 PFS Reps in Canada.
- Supported event activations such as HSBC Fund Manager roadshows at branches in Canada.

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

AQUENT (Creative Staffing), Vancouver, BC**Jan 2001 – Aug 2010***Content Strategist & UX Copywriter (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 Mobility, Best Buy, Seagate, Shea Homes, FortisBC, PwC, BCAA, and HSBC.

Interim Account Director (HSBC Direct Savings Account)

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

VOLUNTEERING

Volunteer Project, Vancouver, BC**Mar 2026 – Present***Program Developer & Grant Writer (Nonprofit Consulting)*

- Built partnerships with cultural and community organizations to strengthen the DTES, Vancouver.
- Designed programs that reduced isolation and created opportunities for senior and BIPOC artists.
- Secured grants and sponsorships to fund programs for social-connection and an arts-based project.
- Leveraged 30+ million views on Google Maps to benefit DTES venues as a Google Local Guide.
- Utilized Google Ads Grant certification and Facebook Ads to support DTES community activations.

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

- Using AI for Search Engine Optimization Content at LinkedIn
- 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
- Oracle 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
- eBay University: Call centre training for eBay, Paypal and eBay Stores