LIZA J. LEE

Vancouver, BC, Canada | Lizajlee.com@gmail.com | 604-728-8834 | LinkedIn: linkedin.com/in/lizajlee

SUMMARY

- Communication specialist building AI agents, AI workflow design, and automations.
- Proven track record building prompt engineering frameworks, AI proofreading and brand lexicon-compliance agent, and AEO/SEO-optimized content for enterprise and regulated industries.
- Enterprise content experience for ICBC, FortisBC, RBC, Avanade/Accenture, Apple, Microsoft, and TELUS.
- Marketing communications and automation deliverables at HSBC, PCIS, Western Union Business Solutions, and Financial Confidence, with experience in banking, technology consulting, and financial services.

CORE COMPETENCIES

Content Strategy · Copywriting · UX Writing · Content Audits · Taxonomies · Style Guides · AEO/SEO Optimization · Prompt Engineering · AI Workflow Design · AI Agent Proofreading and Brand Lexicon Compliance · Figma · Technical Writing · Stakeholder Management · Conversational AI · Marketing Communications · Marketing Automation ·

PROFESSIONAL EXPERIENCE

VANCITY | Vancouver, BC

Copywriter & Marketing Specialist, Financial Services May 2026 – Present (On contract)

- Built an AI agent that enforces brand lexicon compliance across 300+ FAQ pages and member communications.
- Audited and optimized 300+ FAQ pages for Answer Engine Optimization (AEO) with AI copy checker agent, improving discoverability in AI-generated search results.
- Designed a logic-and-rubric prompt framework to streamline AI workflows for SMS and email automations.
- Authored financial planning, investing, and everyday banking email campaigns, autoresponders, and articles.
- Won a Vancity Community Foundation grant to fund BIPOC-inclusive community arts events in Vancouver's Downtown Eastside and then secured a contract as a copywriter & marketing specialist.

CRITICAL MASS | Vancouver, BC

UX Writer & Copywriter, Apple.com Transactions Jun 2025 – Mar 2026

- Delivered UX copy and transaction-flow writing for Apple, maintaining brand voice across multiple campaigns.
- Partnered with art directors and designers to align visual and storytelling from creative brief through final delivery.
- Translated complex creative direction into clear, conversion-focused copy for diverse global audience segments.
- Presented concepts to internal stakeholders; incorporated iterative feedback across creative development cycles.
- Roles eliminated following the parent company, Omnicom merger and agency restructuring.

AVANADE/ACCENTURE | Vancouver, BC

Content Strategist, Copywriter & UX Writing, Enterprise Consulting Sep 2020 – Jun 2025

- Led content strategy and copywriting for enterprise engagements at Microsoft, RBC, Accenture Song, and Accenture Utilities.
- Authored a high volume of LLM training prompts and completions as a prompt engineer and writer/editor for a 500-person Accenture AI team to launch the Amazon's LLM.
- Provided Copilot AI training and updated style guides for Mortgage Cadence's technical writing department.
- Developed content models, audits, content maps, taxonomies, style guides, and copy decks for large-scale digital transformation projects.
- Won the 2022 Avanade Shark Tank Award for the NFT Roadmap & Web 3.0 initiative supporting local artists.
- Crafted competitive RFPs and infrastructure proposals to support Avanade/Accenture sales pipelines.
- Conducted content audits, strategy, and copywriting for RBC Sales Resource Centre and landing pages.
- Guided client stakeholders in developing audience personas and on-brand user-journey content.

CONTRACT ROLES | Vancouver, BC

Content Strategist & Communication Specialist Jan 2016 – Sep 2020

Microsoft · Beanworks (Fintech) · Microserve (IT/MSP) · Binary Stream (Dynamics ERP) · Symcor (Fintech) · Commonwealth FX (Fintech) · BCAA (Insurance) · FortisBC (Utilities) · Pacific Blue Cross (Insurance)

- Delivered content strategy, persona frameworks, and editorial governance for tech and financial services clients.
- Produced SEO-optimized web content, case studies, whitepapers, sales collateral, and press releases.
- Managed content audits, gap analyses, and content calendars for complex enterprise and fintech websites.
- Designed Adobe InDesign layouts for sales sheets, brochures, and executive presentations.

EARLIER CAREER

FINANCIAL CONFIDENCE ADVISORS | Vancouver, BC
Marketing Specialist, Financial Services

- Built marketing collateral, CRM workflows, and investor pitch decks for insurance and financial planning products; grew accounting firm partnerships, earning a 10% performance bonus.

WESTERN UNION BUSINESS SOLUTIONS | Vancouver, BC
Marketing Automation Specialist, Global Payments

- Managed 1.5M monthly emails across 400K global contacts using Oracle Eloqua; trained staff on campaign deployment across North America, Europe, and Asia Pacific.

PCIS IT CONSULTING | Vancouver, BC
Marketing Communications Manager, Technology

- Led content strategy, information architecture, and web copywriting for Microsoft and IBM enterprise solutions; collaborated with TELUS Health on WorkSafe BC Provider Portal.

SAGE | Vancouver, BC
Copywriter, Technology

- Wrote creative briefs and multichannel copy for Sage 50 accounting software across English, French, and Spanish web, email, and banner channels.

HSBC ASSET MANAGEMENT | Vancouver, BC
Marketing Communications Manager, Financial Services

- Managed marketing content for Canada, US, and Bermuda (English, French, Chinese) with budgets up to $1M.
- Executive-produced a global microsite with 30 video webcasts; project-managed a full website redesign across institutional, private, retail, and financial advisor channels.

AQUENT (CREATIVE STAFFING) | Vancouver, BC
Copywriter & UX Writer, Enterprise Sites

- As Interim Account Director, led a JWT PPC/digital campaign that generated $2B in new deposits for the HSBC Direct Savings Account launch.
- Delivered enterprise copywriting and UX writing for ICBC, TELUS Mobility, Best Buy, BCAA, FortisBC, PwC, Seagate, and HSBC.

EBAY & PAYPAL
Member Support Specialist, Call Centre

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

EDUCATION

Bachelor of Arts, 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

SELECTED TRAINING

Copilot Agent · Google Ads · Meta Ads · HubSpot Inbound Marketing · Oracle Eloqua Marketing Automation · FutureWorks Technology Program (IBM & Microsoft) · Advanced Internet Marketing · Ad Copywriting at SFU · First Year Corporate Law (British Columbia Institute of Technology) · Principles & Practices (Justice Institute) ·

The Art Party nonprofit sandbox for testing prompt engineering, AI agents, AI workflows and automations:

- Claude automates projects with connectors for sponsor outreach, event promotion, and grant writing.
- Claude does the research for prospects, drafts personalized outreach, turns one event description into newsletter copy, social posts, and listings, and tailors grant applications to each funder.
- Baseline numbers recorded first (hours spent, response rates, funding secured), then measure again and review everything. The result is a reusable framework for any small business or nonprofit organization.