

Liza J. Lee

PROFILE OVERVIEW:

- **Marketing & Content** – Content strategy, CMS editing, SEO copywriting, PR, social media, sales collateral, project management and stakeholder approvals
 - **Corporate Experience** – HSBC in Canada, US and Bermuda, BCAA, ICBC, PwC, Sage, Symcor, eBay / PayPal, Fortis BC, TELUS Mobility and Western Union Business Solutions
 - **Agency Experience** – AQUENT, Rethink, JWT, Open Road, Blast Radius, Guaranteed SEO, PCIS, Content Strategy, Skunkworks and The Creative Group
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MARKETING TOOLS:

Microsoft Office	Unbounce	Google Drive	Facebook	Yoast SEO
Adobe CS	SalesForce CRM	Google Analytics	Twitter	SEMrush
Wordpress	Pareto CRM	Google Ads	Instagram	GatherContent
HTML / CSS	Eloqua	Bing Ads	LinkedIn	Hootsuite
Asana / Basecamp	Mailchimp	Facebook Ads	Google+	Dropbox

MARKETING EXPERIENCE:

AQUENT Contractor / Agency Subcontractor, Vancouver, BC

Jan 2001 – Sep 2018

Content Strategist / Digital Copywriter (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.
- Projects included ICBC, TELUS Mobility, Best Buy, Seagate, Shea Homes, Terasen Gas / Fortis BC, PwC, BCAA and HSBC.

Copywriter With SEO (Fintech, Financial Services, Legal and Regulatory)

- Projects for Guaranteed SEO, Symcor, Skunkworks and Content Strategy Inc.
- Thought-leadership research, interviews and writing for content and social media.
- 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.

Account Director for JWT (HSBC Direct Savings Account)

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

Marketing Communications Manager for HSBC (Financial Services)

- Managed brand standards for web, email and print assets for multiple channels, including advisors.
- HSBC content management in Canada (English, French, Chinese), US and Bermuda.
- 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.

Financial Confidence / Other Financial Services Firms, Vancouver, BC

Marketing Specialist (Financial Services)

Aug 2014 – Oct 2018

- Marketing plans, content strategy, copywriting, Pareto CRM, email, social media and site redesign
- Produced launch events and workshops for insurance, investments, exit planning and M&A.
- Generated investment leads and new accounting firm partners for referrals to financial advisors.
- Received a 10% bonus on 12 months income from Financial Confidence for referrals.

APICS Vancouver Chapter, Burnaby, BC

Marketing Specialist (Logistics & Distribution)

Jan 2017 – Jun 2018

- Provided email and direct marketing for APICS events to attract new members.
- Promoted and attended APICS booth at Cargo Logistics Canada conference.
- Developed, executed and assisted on campaigns for annual ERP Showcase events.

Mefon Ventures, Vancouver, BC

Marketing / Business Specialist (Technology)

Jan 2018 – Mar 2018

- Managed Wordpress site development and developed investor presentation.
- Researched government contracts, grants and funders for biometrics security.
- Business development for private capital investors and consultants.

BC Mortgage Lenders, Vancouver, BC

Digital Marketing Specialist (Mortgages)

Jan 2014 – Apr 2017

- Marketing plan, copywriting, CRM, email marketing, social media and Wordpress redesign.
- Unbounce landing page optimization with call-tracking and email opt-ins for mortgages.
- Generated leads with Google Ads, Bing Ads, Facebook Ads and content with SEO.
- Developed branding, website, graphics and social media assets for online mortgage leads.

Western Union Business Solutions, Vancouver, BC

Digital Marketing Specialist (Global Payments)

Mar 2012 – Dec 2013

- 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) FutureWorks Program, Vancouver, BC

Marketing Communications Manager (Technology)

Apr 2011 – Mar 2012

- Worked with PCIS team to discover content needs and collaborate 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, headlines, sub-headlines, CTAs, section headings, bullet points, body copy and captions.
- Collaborated with IBM Demand Generation team for 12 months for B2B mid-market and enterprise leads to manage deliverables including brief, budget, time line and campaign execution.
- 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.
- PCIS provided the TELUS healthcare provider portal IBM WebSphere for WorksafeBC.
- 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

Lead Copywriter / Content Strategist (Technology)

Dec 2010 – Apr 2011

- 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.

FREY WILLE, Vancouver, BC

Publicist (Art / Design)

Sep 2010 – Mar 2011

- 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.

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*

- Inbound Marketing: Hubspot (Inbound Marketing and Sales Software)
- Eloqua: Marketing Automation Online Training at Western Union Business Solutions
- FutureWorks Technology Training Program: IBM and Microsoft at PCIS
- Advanced Internet Marketing Program: Internet Marketing Center
- Advertising Copywriting: Simon Fraser University

PORTFOLIO:

Marketing Content Samples: <http://www.lizajlee.com/lizajleesamples.pdf>