

# Liza J. Lee

## PROFILE OVERVIEW:

- **Content Strategy & Copywriting** – IA, UX, meta data, taxonomy for website content and redesign for TELUS Mobility, ICBC, Best Buy, Seagate, Shea Homes, Fortis BC, PwC, BCAA and HSBC
  - **Website SEO Audit** – analyze websites to identify the areas that need improvement
  - **Competitor Analysis** – identify SEO keywords of top competitors
  - **SEO Keyword Research** – research keywords customers use to find similar businesses
  - **Onsite SEO** – optimize webpages and blog posts with keywords to improve search ranking
  - **Local SEO** – NAP analysis and optimize Yelp and Google places; Google Local Guides Level 5
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## DIGITAL CONTENT TOOLS:

Wordpress	Unbounce	SEM Rush	Google Analytics	Website SEO Audit
Adobe Contribute	SalesForce CRM	Keywords IO	SEO Copywriting	Competitor Analysis
HTML	Pareto CRM	Wordtracker	CMS Editing	SEO Research
CSS	Eloqua	Google Keywords	GatherContent	Onsite SEO
FTP	Mailchimp	Google Local Guides	Microsoft Office	Local SEO

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## PROFESSIONAL EXPERIENCE:

### Digital Content (Financial Services / Technology / Real Estate / Oil & Gas) Jan 2001 – Present

#### *AQUENT / Other Agencies, Vancouver, BC*

##### **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.

##### **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 account within digital agency processes.

##### **Manager of Marketing Communications for HSBC (Financial Services)**

- Retail Brand Manager for HSBC to maintain brand standards for web and print assets.
- 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.

### Digital Marketing (Financial Services)

Aug 2014 – Feb 2018

#### *Financial Confidence, Quasar Financial, Canada Financial & Pacific Place Group, Vancouver, BC*

- 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.

**Marketing Specialist (Venture Capital Firm)**

**Jan 2014 – Apr 2017**

*BC Mortgage Lenders, Vancouver, BC*

- 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 Adwords, Bing Ads, Facebook Ads and Craigslist Ads.
- Developed branding, website, graphics and social media assets for online mortgage leads.

**Content Strategist (Fintech / Corporate Communications)**

**Jul 2017 – Oct 2017**

*Symcor, Vancouver, BC*

- Thought-leadership research and writing for blog articles for fintech security.
- Provided employee and corporate social responsibility stories on intranet.
- Interviewed and edited employee LinkedIn testimonials.

**Content Strategist (Legal Marketing / Financial Services)**

**Mar 2017 – Sep 2017**

*Skunkworks, Vancouver, BC*

- Content strategy, research and content writing for litigation firms and accounting firm.
- Researched and posted industry content on Facebook, Twitter, LinkedIn and Instagram.
- Owner and lawyers said legal copywriting was excellent and more efficient than expected.
- Documented agency branding, web development, content and retainer services.

**Digital Content (Financial Services)**

**Jul 2016 – Nov 2016**

*Commonwealth FX, Vancouver, BC*

- Content strategy and rewriting for global payments website.
- Interviewed legal, compliance, marketing and product for site rewriting.

**Marketing Automation (Financial Services / Fintech)**

**Mar 2012 – Dec 2013**

*Western Union Business Solutions, Vancouver, BC*

- 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.

**Manager of Marketing Communications (Technology)**

**Apr 2011 – Mar 2012**

*PCIS (IT Consulting) FutureWorks Program, Vancouver, BC*

- Collaborated with IBM Demand Generation team for 12 months for B2B mid-market and enterprise leads to manage deliverables including brief, budget, timeline 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.

**Lead Copywriter / Content Strategist (Technology)**

**Dec 2010 – Apr 2011**

*Sage, Richmond, BC*

- 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.

**Publicist (Art / Design)**

**Sep 2010 – Mar 2011**

*FREY WILLE, Vancouver, BC*

- 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.

**SEO Copywriter (Technology)**

**Mar 2009 – Jan 2010**

*Guaranteed SEO, Vancouver, BC*

- 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.

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**STARTUP EXPERIENCE:**

**Marketing Advisor (Funded Technology Startup)**

**Jan 2018 – Present**

*MeFon Ventures, Vancouver, BC*

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

**Events, Training & Consulting (Blogs)**

**Jul 2010 – Present**

*The Art Party & Marketing Startup Secrets*

- Marketing consulting and online training products for angel investors and online entrepreneurs.
- Organized sponsored events, training workshops and Facebook Live interviews for startups.
- Developed +10,000 social media audience on LinkedIn, Facebook, Twitter and Instagram.

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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*

**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