

## Liza J. Lee

### PROFILE OVERVIEW:

- **Content Marketing Experience** – Content strategy, CMS editing, SEO copywriting, PR, social media, sales collateral, project management and stakeholder approvals
  - **Corporate Experience** – HSBC, 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 and Skunkworks
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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

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### 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)**

- Guaranteed SEO, Symcor, Skunkworks, APICS, Binary Stream 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.

*Mefon Ventures, Vancouver, BC*

**Marketing / Business Specialist (Technology)**

**Jan 2018 – Mar 2018**

- Managed custom Wordpress site development for Mefon V1 technology.
- Created investor pitch deck presentation for Mefon V1 technology.
- Researched government bid proposal processes, grants and funders.

*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**

- Collaborated 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
- 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.

*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.

## OTHER EXPERIENCE:

### *The Art Party (Social Networking Community), Vancouver, BC*

#### **Blockchain / Social Impact Experience**

**Jul 2013 – Jan 2018**

- Developed +10,000 social media contacts and +1,000,000 photos views as Google Local Guide.
- Promoted first 3D VR e-commerce gallery in Virtual Vancouver with Utherverse technologies, Rays digital currency and Paypal; over 1,000 avatars attended the grand opening.
- Organized sponsored Coinfest 2014 with Bitcoin Coop, Barterfirst and Seedstock at 10,000 sq. ft. media hall, resulting in 20 vendors, over 300 attendees and media interviews for the speakers.
- Joined Bitcoin Coop and received CoinOS POS for The Art Party website for donations.
- Co-produced crowdfunding workshop at The Tribe incubator, resulting in an over-sold event.
- Promoted sponsored Blockchain Hangouts with CoinPayments and Bitcoin Vancouver Meetup.
- Collaboration with DUDOC, World of Walas and Barterfirst for local, sustainable food event.

### *eBay / PayPal (Membership E-Commerce Platforms), Burnaby, BC*

#### **Email Technical Support (Call Centre)**

**Apr 2003 – Oct 2003**

- 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.

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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***

#### **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

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