

# Liza J. Lee

## PROFILE OVERVIEW:

- **Content Strategy** – Technology (web development, SaaS, fintech, wireless, VR) and financial services (insurance, investments, direct savings, mortgages, global payments).
  - **Marketing Automation** – Optimizing funnel from copywriting, PPC, landing pages, email forms, call-tracking and analytics to attract, nurture and convert leads.
  - **Marketing Project Management** – Campaign lead for product launches and implementation of marketing programs from small businesses to enterprise corporations.
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## MARKETING TOOLS:

Adobe CS	Unbounce	Google Analytics	Facebook	Keywords
Adobe Contribute	SalesForce CRM	Google Adwords	Twitter	Copywriting
Wordpress	Pareto CRM	Bing Ads	Instagram	Editing
HTML	Eloqua	Facebook Ads	Pinterest	Basecamp
CSS	Mailchimp	Craigslist Ads	Google+	Microsoft Office

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## PROFESSIONAL EXPERIENCE:

### Marketing Specialist (Funded Technology Startup) Jan 2018 – Present

*MeFon Ventures, Vancouver, BC*

- Managed content strategy and Wordpress site development.
- Researched government contracts, grants and funders for biometrics.

### Marketing Specialist (Venture Capital Firm) Jan 2014 – Dec 2017

*Dominion Grand, 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.
- Product owner of private mortgage branding, website, graphics and social media assets called BC Mortgage Lenders to generate online leads for mortgages.

### Marketing Specialist (Financial Services) Aug 2014 – Dec 2017

*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.

### 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.

**Marketing Specialist (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 Specialist (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.

**Marketing (Financial Services / Technology / Real Estate / Oil & Gas)**  
*AQUENT, Vancouver, BC*

**Content Strategist & Editor (Campaigns, Websites & Intranets)**

**July 2008 – Aug 2008**  
**Jan 2001 – Dec 2002**

- 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, Bunting Coady, Terasen Gas (Fortis Gas), PwC, BCAA and HSBC (see below).

**Account Director for JWT (HSBC Direct Savings Account)**

**Mar 2008 – Jun 2008**

- 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)** **Jan 2003 – Dec 2007**

- 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.

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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