

OBJECTIVE: Marketing Manager

HIGHLIGHT OF QUALIFICATIONS

- Collaborated with creative directors, UX, IA, programmers and designers on content and copywriting.
- Projects included Western Union Business Solutions, Sage, ICBC, TELUS Mobility, Best Buy, Seagate, Shea Homes, Terasen Gas (Fortis Gas), eBay, PwC, BCAA, and HSBC for AQUENT clients.
- Worked on the ICBC website: content matrix, persona development, copywriting and stakeholder
- SEO copywriting experience includes onsite optimization with keywords for Guaranteed SEO clients.

DIGITAL MARKETING SKILLS:

Hootsuite, Adobe Creative Suite, Adobe Contribute, Wordpress, Unbounce, Salesforce CRM, Dynamics CRM, Eloqua, Mailchimp, Aweber, Survey Monkey, Google Analytics, Google Adwords, Bing Ads, Facebook Ads, SEO Keywords, A/B Testing, Segmentation and Messaging

PROFESSIONAL MARKETING EXPERIENCE

Digital Marketing Manager (Financial Services) 2014 – 2017

Liza J. Lee, Vancouver, BC

- Marketing manager in-house and on contract to develop, execute and monitor marketing plans, provide direction and advice to best reach a target market with lead generation and copywriting.
- Utilized WordPress, CRM, email marketing, LinkedIn and networking for B2B lead generation.
- Copywriting for insurance, investments, exit planning, mortgages and global payments.
- Organized business events and promoted with joint ventures, email and social media.

Marketing Specialist (Financial Services) 2012 – 2013

Western Union Business Solutions, Vancouver, BC

- Executed campaigns for 1.5 million emails / month and 400,000 forex 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 newsletter content for North America, Europe and Asia Pacific

Manager of Marketing Communications (Technology) 2011 – 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.

Technology Copywriter (Technology) 2010 – 2011

Sage, Richmond, BC

Copywriter for Sage Simply Accounting (Online and Print)

- 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.

PR for FREY WILLE (Art / Design) 2010 – 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) 2009 – 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.

Account Director (Financial Services & Technology)

2001 – 2009

AQUENT, Vancouver, BC

Account Director for JWT (HSBC Direct Savings Channel for \$2 Billion in Deposits)

- Lead JWT account team for PPC, banner ads, and landing pages for \$20 million dollar account.
- Developed and wrote client briefs for the acquisition and retention campaigns for HSBC direct savings account within digital agency processes.

Content Strategist / Copywriter (Enterprise Websites & Intranets)

- Consulted with UX, IA, programmers and designers for content strategy and documentation for operations, HR and customer service policy and procedures.
- Projects included ICBC, TELUS Mobility, Best Buy, Seagate, Shea Homes, Terasen Gas (Fortis Gas), eBay, PwC, BCAA, and HSBC Asset Management (2004 – 2007 placement below).

Manager of Marketing Communications (Financial Services)

HSBC Asset Management, Vancouver, BC

- Retail Brand Manager for HSBC for +100,000 direct mail pieces quarterly as part of integrated marketing campaigns, while working with graphic designers to maintain brand standards.
- Developed the marketing plan, brand and trademark for the launch of HSBC LifeMap Portfolios, resulting in materials to train over 1,000 sales reps nationally.
- Project Owner / Executive Producer of HSBC Meet the Manager global microsite and 30 video webcasts for Canada, US, UK, Hong Kong and Bermuda for sales rep training.
- Project Manager for HSBC website redesign with global branding requirements for HSBC Asset Management content (institutional, private, retail and financial advisor channels).

OTHER EXPERIENCE

Co-founder (Social Club)

2010 – 2017

The Art Party, Vancouver, BC

- Developed The Art Party, (social innovation club) to +10,000 social media members.
- Participated in Earth Charter@ Day Event at DUDOC (Dutch Urban Design Centre).
- Launched The Art Party virtual reality gallery with Virtual World Web on Curio VR technology – Over 1,000 international guest avatars attended the opening in Virtual Vancouver.
- Provided social media promotions for Elliott Louis Gallery in-person openings and online gallery.
- Co-hosted sponsored events at Creative Co-workers, co-working space to increase awareness.
- Co-produced crowdfunding workshop with Fundrazr at The Tribe, tech co-working space.

Claims & Injury Adjuster (Financial Services)

1990 – 2000

Insurance Corporation of British Columbia, Vancouver, BC

Recipient of ICBC President's Award for Customer Service

- Investigated, evaluated, and negotiated \$1,000,000 in settlements per year for injury claims.
- Developed strong adjusting experience in the principles, practices and techniques for the adjustment and litigation of injury claims, with strong customer service and interpersonal skills.

EDUCATION & TRAINING

- Hubspot Inbound Marketing Certification
- FutureWorks Technology Training Program: IBM and Microsoft at PCIS
- Advanced Internet Marketing Program: Internet Marketing Center
- Web & Print Production Certificate: Corporate Communications Training
- Advertising Copywriting: Simon Fraser University
- Digital Media Arts Diploma: Vancouver Training Institute
- Marketing Communications Certificate: British Columbia Institute of Technology
- Bachelor of Arts Degree (English, Economics): University of British Columbia