

Liza J. Lee

PROFILE OVERVIEW:

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

Adobe CS	Unbounce	Google Analytics	Facebook	SEO Keywords
Adobe Contribute	SalesForce CRM	Google Adwords	Twitter	Copywriting
Wordpress	Pareto CRM	Bing Ads	Instagram	CMS Editing
HTML	Eloqua	Facebook Ads	Pinterest	GatherContent
CSS	Mailchimp	Craigslist Ads	Google+	Hootsuite

PROFESSIONAL EXPERIENCE:

Digital Marketing (Financial Services / Technology / Real Estate / Utilities / Regulations)

AQUENT / Other Agencies, Vancouver, BC

Content Strategist / Digital Copywriter (Websites & Intranets) Jan 2001 – Present

- 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.

Marketing Specialist (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.

Digital 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.

Content Strategist (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.

Digital 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, 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.

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.

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.

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