

# Liza J. Lee

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Liza J. Lee 778.238.2024 Liza@Lizajlee.com www.Lizajlee.com

## ■ Objective: Marketing & Communications

### 10 Years of Marketing & Communications Experience

- Managed multiple projects with staff and contractors for corporations and agencies
- Agency experience with content strategy, web writing, editing and proofreading
- Wrote and developed creative briefs and marketing communications plans
- Facilitated product, marketing and legal approvals for communications and design
- Provided SEO copywriting and social media press releases
- Worked with branding, trademarking, design, graphics and layout processes

### Insurance, Investments & Banking Communications

- HSBC marketing communications management with agency JWT
- BCAA copywriter / account executive with agency RETHINK
- ICBC President's Award for Employee of the Month recipient
- ICBC President's Speaker's Bureau community spokesperson
- ICBC injury adjuster for over \$10 million dollar in claims

### Digital & Social Media Skills

- eBay, PayPal, MySpace, Facebook, YouTube, WordPress, Twitter, HTML/CSS
- Google Adwords, Adsense, Analytics, Wordtracker and Webtrends
- Acrobat, Dreamweaver, Quark Xpress, InDesign, Illustrator and Photoshop

## EXPERIENCE

### AQUENT Contractor (2008 to Present)

#### **Social Media Copywriter for Shea Homes – 2010 (1 month FT)**

- Wrote emails, blogs and Facebook posts to drive traffic to contest site
- Worked with creative brief for +55 active living real estate campaign

#### **Copywriter / Technical Writer for Telus Mobility – 2008 to 2009 (6 months FT)**

- Planned, organized and developed content for relaunch of website
- Revised cell phones, accessories and user guides

#### **Copywriter / Technical Writer for ICBC – 2008 (6 months FT)**

- Worked with web development team on content for relaunch of website
- Rewrote insurance, claims, disability and litigation policies and procedures

#### **Copywriter / Technical Writer for Terasen Gas – 2008 (1 month FT)**

- Worked with graphic designers and internal clients
- Crafted copy for brochures, presentations and webpages

#### **Account Director for RMG Connect of JWT – 2008 (4 months FT)**

- Wrote and developed creative briefs with campaign approvals
- \$20 million dollar account to attract \$2 billion in deposits in less than 90 days
- Managed the account team for paid search, banner ads and web development

### Communications Consultant (2008 to Present)

#### **SEO Copywriter for Virtually Canadian clients – 2009 to Present (12 months PT)**

- Worked with SEO team and client for implementation of keywords
- Provided SEO copywriting for targeted and relevant web traffic

#### **Content Strategist / Technical Writer for Best Buy Canada – 2009 (6 months FT)**

- Revised HR intranet content due to merger of Best Buy and Future Shop
- Systemized and revised policies and procedures manuals online

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## **SEO and Social Media – 2008 to Present (2 years)**

411 Seniors, Vancouver Foundation, One World at Science World, Adasport Spartans, Door Knob Ads, BCIT, Sunrayzz Imports, Urban City Vancouver, Josh Smith Trainer, Unatech Services and Smartbag

- Provided copywriting and social media press releases
- Managed and implemented pay per click search campaigns
- Provided training for SEO, blogging and social media marketing

## **HSBC Canada (2004 to 2007)**

### **Manager of Marketing Communications for HSBC Canada (3.5 years FT)**

- Wrote and developed creative briefs and marketing communications plans
- Facilitated product, marketing and legal approvals for communications and design
- Produced Meet the Manager global website and 30 video webcasts
- Managed 20 web, video and print contractors for regular and launch projects
- Planned, organized, developed and maintained web content and email marketing
- Managed and implemented pay per click search campaigns

## **AQUENT Contractor (2000 to 2004)**

### **Copywriter / Desktop Publisher for HSBC Canada – 2004 (4 months FT)**

- Wrote copy and worked with design, graphics and layout for web and print
- Facilitated product, marketing and legal approvals for communications and design

### **Team Lead for Nokia – 2003 (6 months FT)**

- Proofread pre-press print user guides for Ngage video games
- Facilitated product, marketing and legal approvals for communications and design

### **Copyeditor for PriceWaterhouseCoopers – 2002 (1 months PT)**

- Worked closely with engineering team to edit government annual reports
- Proofread user guides and annual reports for pre-press and printing

### **Proofreader for Verizon Superpages – 2002 (2 months FT)**

- Worked in graphics department proofreading printed advertising
- Proofread user guides and annual reports for pre-press and printing

### **Copywriter for BCAA – 2000 to 2001 (12 months FT)**

- Worked with RETHINK team for the rebranding of BCAA
- Wrote web, print, radio and TV advertising for quarterly campaigns
- Facilitated product, marketing and legal approvals for communications and design

## **Communications Consultant (2000 to 2003)**

Ebay, Devlin, BNW Travel, MDSI, Bunting Coady Architects, Mag Power Systems, University of British Columbia and Opticom Technologies

- Wrote emails, press releases, articles, letters and webpages
- Copywriting, editing and proofreading
- Worked with design, graphics and layout processes

## **EDUCATION**

- Become a Blogger Premium – Entrepreneur's Journey (2009)
- Advanced Internet Marketing Program – Internet Marketing Center (2007)
- Web & Print Production Certificate – Corporate Communications Training (2002)
- Advertising Copywriting – Simon Fraser University (2001)
- Digital Media Arts Diploma – Vancouver Training Institute (1999)
- Marketing Communications Certificate – British Columbia Institute of Technology (1998)
- Insurance Principles & Practices – Insurance Institute in Canada (1991)
- Bachelor of Arts Degree (English, Economics) – University of British Columbia (1989)