




ISABELLA LEE


Technical Writer

CONTACT

(850) 797-3558 

bellagustave@gmail.com 

Clarksville, TN 

www.isabellaroselee.com 

EDUCATION

M.A. Technical Communication

University of Central Florida
Pellegrin Memorial Scholarship
Graduated 2018

B.A. English

University of Florida
President of the UF English Society
Dean's List
Graduated 2013

SKILLS

Technical Communication

Audience Analysis
Document Design
Information Design
Technical Writing

Technology

InDesign
Microsoft Office Suite
Photoshop

Digital Marketing

Google AdWords Certified
Google Analytics
HubSpot
Search Engine Optimization (SEO)
Social Media Management/Ads
WordPress

Management

Attention to Detail
Integrity
Teamwork
Time Management

ABOUT ME

Isabella holds a Master of Arts degree in Technical Communication. In her professional career, she enjoys helping companies with all their writing needs – from technical documents to commercial blog posts. She brings value to an organization with her clear and concise writing style, ability to connect with audiences, and adept communication skills.

EXPERIENCE

Content Writer & Digital Marketing Strategist

Independent Freelancer, Clarksville, TN
2017-2018

- Created digital marketing strategies that improved the online presence of my clients' companies
- Wrote blogs and website content that expanded my client's websites and SEO-friendliness
- Managed pay-per-click (PPC) accounts such as Google AdWords and Facebook Ads to meet each client's advertising goals

Content Writer

Five Star Properties, Destin, FL
2015-2017

- Managed all SEO practices such as keyword research, blogging, social media, and PPC
- Wrote blogs, product descriptions, video scripts, press releases, and email promotions
- Analyzed website data from Google Analytics to create monthly reports
- Engaged in teamwork with the marketing department on a variety of writing and advertising projects

Editorial Assistant

UF Health Cancer Center, Gainesville, FL
2013

- Edited, formatted, and submitted manuscripts for publication in scientific journals, books, and abstracts
- Wrote content for the website and hospital seminars
- Assisted physicians with research
- Maintained an online database of patient information