





# ISABELLA LEE


Digital Marketing Strategist and Content Writer/Editor

## CONTACT

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## EDUCATION

### M.A. Technical Communication

University of Central Florida

Pellegrin Memorial Scholarship

Graduated 2018

### B.A. English

#### Business Minor

University of Florida

President of the UF English Society

Dean's List

Graduated 2013

## SKILLS

### Technical Communication

Audience Analysis

Document Design

Information Design

Technical Editing

Technical Writing

### Programs

Asana

Adobe Creative Suite

Google Suite

MOZ/SEM Rush

InDesign

Microsoft Office Suite

Photoshop

### Digital Marketing

Google AdWords Certified

Google Analytics

HubSpot

Search Engine Optimization (SEO)

Social Media Management/Ads

WordPress

Yoast

## ABOUT ME

Isabella holds a Master of Arts in Technical Communication. In her professional career, she enjoys helping companies with all their content needs – from creating growth marketing plans to crafting SEO strategies. She brings value to any organization with her organized and meticulous approach to each project she is assigned.

## EXPERIENCE

### Digital Marketing Manager

UAV Coach, Nashville, TN, 2018-2020

- Set marketing initiatives and executed campaigns across digital channels including site, email, organic search, and social media
- Managed affiliate and advertising partner relationships
- Determined weekly content schedule and wrote blog posts
- Managed a team of two remote employees and multiple freelancers to complete collaborative projects in a timely manner
- Directed search engine optimization (SEO) strategy and execution

### 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