



ISABELLA LEE

Digital Marketing Strategist and Content Writer

CONTACT

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EDUCATION

- M.A. Technical Communication**
University of Central Florida | 2018
Pellegrin Memorial Scholarship
- B.A. English, Business Admin Minor**
University of Florida | 2013
President of UF English Society

SKILL SETS

Content Management

- WordPress
- HubSpot
- SEO
- Google Suite
- Microsoft Office Suite
- HTML5

Social Media Management

- Facebook Business Manager
- FB + Instagram Ads/Shops
- Pinterest Ads
- Twitter
- Content Scheduling/Planning

Programs

- Asana
- Adobe Creative Suite
- InDesign
- Photoshop
- Canva
- SumoMe

Digital Marketing

- Google Analytics
- Google Ads
- Email Marketing

SUMMARY

Isabella is an expert in digital marketing and writing for the web. She has a Master's level education and seven years of professional experience. Common projects include copywriting, SEO blogging, managing social media accounts, and setting up digital advertising channels. She is accustomed to wearing multiple hats in the marketing department and has a find-tuned ability to stay organized while working on multiple projects simultaneously.

EXPERIENCE

Digital Marketing Manager

UAV Coach, Nashville, TN, 2018-2020

- Directed marketing initiatives and executed campaigns across digital channels including website, email, social media, and SEO
- Published monthly content calendars for social media and blog posts
- Wrote and published several blog posts every week
- Maintained affiliate and advertising partner relationships
- Grew email subscriber list and orchestrated email marketing campaigns
- Communicated efficiently in online environments to delegate tasks and manage work flow of multiple remote team members and freelancers

Content Writer & Digital Marketing Strategist

Freelance, 2017-2020

- Provided digital marketing strategy consultations to improve clients' websites, social media accounts, and search engine visibility
- Wrote copy for clients' websites, capturing each brand's unique voice while also implementing SEO best practices
- Researched a variety of topics to complete ad hoc writing projects for industries such as travel, tourism, college/university, and medical

Content Writer

Five Star Properties, Destin, FL, 2015-2017

- Executed SEO strategy through projects such as keyword research, blogging, generating backlinks, optimizing meta data, and on-page SEO
- Crafted compelling copy for landing pages, product descriptions, video scripts, press releases, and email promotions
- Analyzed website performance using data from Google Analytics
- Worked as a team with designers to complete multifaceted projects

Editorial Assistant

UF Health Cancer Center, Gainesville, FL, 2013

- Edited, formatted, and submitted doctors' manuscripts for publication in scientific journals, books, and abstracts
- Wrote copy for hospital website
- Maintained an online database of patient information