



LESLIE  
LEE

## CONTACT

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## PROFILE

I harness creative, empathetic, and data-driven strategies to create brand content that powerfully resonates with the consumer.

## EXPERIENCE

### CONTENT PRODUCER AND MANAGER

PEAK DESIGN | NOVEMBER 2018 - PRESENT

- Wrote/edited customer help articles to break down technical details of camera gear on FAQ pages.
- Wrote company news, product, and troubleshooting email/text messaging for the customer service team.
- Wrote UX copy, product copy, brand story, and all other content for Peak Design eBay mobile/web channels.
- Created/executed a content marketing strategy for Peak Design eBay mobile and web to increase sales from 1.5k to 27k per week & sales conversion by 3%.

### DIGITAL EDITOR [CONTRACT]

MARIN MAGAZINE | JUNE - NOVEMBER 2018

- Authored top-performing lifestyle and food articles.
- Increased site visits by 30% using data from Google analytics to implement a new digital content strategy.
- Authored/proofread weekly email newsletters.

### EDITORIAL AND PORTFOLIO ASSISTANT

PEARSON | JULY 2017 - JUNE 2018

- Proofread textbook manuscripts for grammatical accuracy and content quality.
- QA and proofread/improve content for each lesson section for developing an online curriculum.

### CONTENT MARKETING MANAGER

ORANGESHINE | JANUARY- MAY 2017

- Wrote and edited all content for web, legal documents, email newsletters, and social media.
- Increased site traffic by 40% by launching and publishing relevant content on the company blog.

## EDUCATION

### BACHELOR OF ARTS IN CREATIVE WRITING

UNIVERSITY OF SOUTHERN CALIFORNIA | 2013 - 2017

## SKILLS

- **Project management tools:** JIRA, Asana, Monday.com, Airtable, Trello.
- Content management systems: Wordpress, **Shopify Plus**, Wix.
- Final Draft
- HTML, light CSS
- Microsoft Word, Powerpoint, Excel, Outlook.