

PHYLLIS TEE

Vancouver, BC | 236.788.7126 | phyllistee.contentconsulting@gmail.com | https://phyllistee.com

SUMMARY

- **6+ years** in **creative** and professional **technical writing, editing, and publishing**.
- Experienced in developing engaging creative and technical content for various **marketing materials** and **technical documentation** including **websites, blogs, advertisements, emails, UX microcopies, FAQs, how-to guides, troubleshooting tips, mobile apps, and social media**.
- Experienced in creating **SEO-rich content** and optimizing **technical SEO** to boost **content visibility** and **accessibility**.
- Experienced in crafting persuasive, **marketing-driven copy** that drives engagement and aligns with **brand strategy**.
- Exceptional **technical research**, simplification of **complex concepts, creative** and **critical thinking** skills.
- Exceptional **communication, collaboration, team player, social, attention to detail, and multi-tasking** skills.

PROFESSIONAL EXPERIENCE

Creative/Technical Writing Consultant

August 2023 – Present

Phyllis Tee Content Consulting | Vancouver, BC

- Contract **creative** and **technical** writer for an **iOS/Android dating application**. **Designed** all page layouts and contents including **marketing materials, welcome emails, general site notifications, and general website content**.
- **Content** and **User Interface** designer/writer for a **photo/art-sharing website**. Provided **copywriting services** for website contents for all pages including **login, sign in, payments, order, accounts, status, tracking, page contents, modals, error messages, and etc.**
- Provided **SEO services** to various websites, such as **optimizing** on-page elements for a **wedding website**, enhancing **keyword strategy** and **link building** for a UX designer's website portfolio, and improving **local search visibility** and product listings for a homeowner's Facebook Marketplace.

SEO Copywriter

May 2019 – July 2023

Clearly – Essilor Luxottica Canada Inc. | Vancouver, BC

- Responsible for **writing, editing, and publishing** various content for customers and internal teams of the **global brand across Canada, Australia, and New Zealand**.
- Successfully **optimized** Clearly's **web self-service content, SEO-rich blog articles, and interface microcopies** to ensure content is easily **accessible**, reduce customer support requests, and **enhance** the overall **user experience**.
- Responsible for the **content development** and execution of Clearly's website projects and **marketing initiatives**, collaborating with over 30 key stakeholders, contributing **copywriting efforts** to new product launches, retail signage, sales program initiatives, email marketing, philanthropic and sustainability programs.

Content Strategist

Feb 2017 – Jan 2019

iProspect – Dentsu Aegis Network | Kuala Lumpur, Malaysia

- Responsible for **optimizing** iProspect's clients' **content strategy** and **content experiences** across the **user journey**, providing thorough **research** to key stakeholders, and writing for **technical** and non-technical audiences.
- Performed **effective creative** and **technical writing and editing** on assigned projects in a **fast-paced environment**, refined them before releasing them for internal (iProspect team) and external (client) review, and delivered all projects within the established **timelines, budgets, content guidelines, and brand voice**.

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- Supported the agency's wide and competitive portfolio of **B2B and B2C** clients, involving over 20 top brands across different industries, in shaping their **digital and social campaigns, onsite content, and CRM assets**. Some clients included: Novartis, Mitsubishi Electric, The Estée Lauder Companies, Air New Zealand, and HSBC Bank.

Social Media Marketing Coordinator

Feb 2016 – Jan 2017

Style My – Personal stylists | London, United Kingdom

- I was responsible for managing the brand's social campaigns and creating content for their key **social channels** including **Facebook, Instagram, and Twitter** through coordinating posts on Hootsuite's auto-scheduling tool.
- Successfully developed an **editorial calendar** for consistent posting and implemented hashtags for maximum traffic.
- Responsible for acquiring new social media followers for the brand through **online community engagement** efforts to increase the number of students for stylist workshops.

Sports Journalist/Writer

Jun – Dec 2015

Betfect – Social betting network | London, United Kingdom

- Responsible for topic **research**, fact-checking, **formatting**, linking, image sourcing, and **editing** through **content management** systems and content **best practices**.
- Wrote and **published** search-driven articles about various topics around soccer to rank for critical **keywords**, maximizing audience **traffic** to the company's high-value web pages.
- Amplified content reach through **effective SEO strategy** without the use of paid media.

EDUCATION

MA, Journalism and Media Communications & BA, Mass Communication

Sep 2014 – Aug 2016

University of Hertfordshire | Hatfield, United Kingdom

- Filmed campus soccer games with the Football Recap Show team and won 'The Best Show Award' in 2015.

EXTRACURRICULAR ACTIVITIES

- **Volunteer in Bible Study Group**
Helped set up bible reading groups for church members
- **Member of Badminton Club**
Won 3 medals in the 2024 Jack Underhill BC Open Series
- **Food and Travel Blogger**
<https://phyllistee.medium.com/>

REFERENCES

- References are available upon request.