

PHYLLIS TEE

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

SUMMARY

- Results-driven **SEO content writer** with **6+ years** of experience in professional **writing, editing, and publishing**.
- Skilled in using **content strategy** and **organic SEO** to create engaging, **search-optimized, conversion-focused, and user-first content** that increases **visibility, traffic, and engagement**.
- Proven success in delivering high-quality **SEO blog articles, landing pages, product copy, UX microcopy, and marketing materials** for global brands across e-commerce, lifestyle, pharmaceutical, and travel.
- Known for combining **research, storytelling, and keyword strategy** to produce compelling content that maximizes performance and aligns with business goals and user intent.
- Strong **editing** and cross-functional **collaboration** skills, **detail-oriented**, and fluent in adapting brand voice across channels with experience across in-house, agency, and freelance settings.

CERTIFICATION

- **Content Marketing Certification** — provided by [HubSpot Academy](#) June 2023 – July 2023

PROFESSIONAL EXPERIENCE

Freelance SEO Content Writer & Blogger

Aug 2023 – Present

PTCC | Vancouver, BC

- Write, edit, and publish **SEO-optimized blog content** on Medium, focusing on food and travel storytelling with strong attention to audience intent and keyword strategy.
- Built and maintained a personal content platform from scratch, gaining hands-on experience with **digital publishing, multimedia formatting, and cross-platform distribution**.
- Completed certifications in **content marketing** and **digital strategy** to boost writing and performance-oriented skills.
- Manage content calendar, ideation, and content performance tracking, applying SEO best practices and storytelling frameworks.

SEO Copywriter

May 2019 – July 2023

Clearly – Essilor Luxottica Canada Inc. | Vancouver, BC

- Produced and optimized **SEO content** for Clearly's e-commerce for eyewear **website and blog** to improve **organic rankings**, reduce customer support requests, and enhance the overall **user journey and UX**.
- Wrote for various high-impact channels: **product pages, blog articles, FAQs, microcopy, email campaigns, social media, digital advertisements, retail posters**, and marketing initiatives across **Canada, Australia, and New Zealand**.
- Collaborated with 20+ stakeholders across product, customer service, design, and marketing teams to ensure **brand consistency** and **timely execution** for **product launches, promotions, philanthropic and sustainability programs**.
- Supported **internal knowledge bases** and **interface copy** to drive **customer self-service** and **conversion efficiency**.

Content Strategist

Feb 2017 – Jan 2019

iProspect – Dentsu Aegis Network | Kuala Lumpur, Malaysia

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- Delivered effective **content strategies**, **SEO-rich content**, and **performance-driven** copy for B2C and B2B clients, including The Estée Lauder Companies, Novartis, HSBC, Mitsubishi Electric, and Air New Zealand.
- Conducted in-depth **keyword research**, **competitor analysis**, and **content audits** to guide clients' content planning and execution in a **fast-paced environment**.
- Created **blog posts**, **landing pages**, and **CRM content** tailored to customer segments across the sales funnel.
- Adapted brand tone and voice across industries, ensuring content met **SEO guidelines**, key **stakeholders' standards**, and tight deadlines.

Social Media Marketing Coordinator

Feb 2016 – Jan 2017

Style My – Personal stylists | London, United Kingdom

- Managed the brand's **social campaigns** and created content for key **social media** channels, including **Facebook**, **Instagram**, and **X**, using **Hootsuite's** auto-scheduling tool.
- Developed a social media **content calendar**, increased online **visibility**, and grew audience **engagement** through consistent **storytelling** and effective **traffic-driving strategies**.
- Contributed to brand awareness and workshop **sign-ups** through **online community building**.

Sports Content Writer

Jun – Dec 2015

Betfect – Social betting network | London, United Kingdom

- Wrote **search-driven**, keyword-rich articles about soccer that drove traffic to high-value pages.
- Edited and formatted articles for online publication through WordPress and SEO best practices.
- Supported organic growth strategies via **social amplification** and **keyword targeting**.

EDUCATION

MA, Journalism and Media Communications & BA, Mass Communication

Sep 2014 – Aug 2016

University of Hertfordshire | Hatfield, United Kingdom

- Won *Best Show Award* for "The Football Recap Show" – a student-run sports production team.

EXTRACURRICULARS

- **Food and Travel Blogger** — <https://phyllistee.medium.com/>
- **Badminton Competitor** — 3-time medalist, 2024 Jack Underhill BC Open Series
- **Bible Study Volunteer** — Set up weekly reading groups and facilitated community engagement

REFERENCES

- Available upon request.