
PHYLLIS TEE

COPYWRITER

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About me

I am an enthusiastic copywriter living in Vancouver, Canada with over 6 years experience creating content in a digital marketing agency and an e-commerce company. I have written copies for websites, landing pages, emails, case studies, blogs, social and paid ads, and sales collateral. I graduated with a bachelor of Mass Communication degree and a master of arts focused in Journalism and Media Communication. My passion for crafting engaging content and connecting with people makes it all worthwhile for me.

Summary of qualifications

- 6+ years in brand storytelling and conversion copywriting in both in-house and agency settings.
- Adept at writing clear, persuasive, and engaging copy for various marketing materials with strong communication skills.
- Experienced in ensuring content aligns with brand guidelines for accuracy and readability.
- Experienced in managing multiple projects simultaneously, meeting deadlines, and collaborating with diverse teams.
- Expertise in developing and executing content strategies that drive engagement and conversions.
- Proficient in keyword research, on-page optimization, and SEO best practices to improve organic search performance.

Professional experience

SEO copywriter, Clearly – Essilor Luxottica Canada Inc. | Vancouver, BC

May 2019 – July 2023

- Developed content for websites, landing pages, emails, case studies, blogs, social and paid ads, and sales collateral with engaging and targeted copies.
- Enhanced brand awareness for Canada's #1 eyewear store by creating compelling narratives and value propositions.
- Collaborated with cross-functional teams to plan content and manage multiple projects in a fast-paced environment.
- Delivered high-quality content within tight deadlines, ensuring adherence to brand guidelines.
- Boosted organic traffic through effective SEO strategies and content optimization.

Content strategist, iProspect – Dentsu Aegis Network | Kuala Lumpur, Malaysia

Feb 2017 – Jan 2019

- Created and implemented a new content strategy that boosted website page views by 11 times over 12 months, resulting in third position on Google for the most searched key term.
- Led copywriting efforts for four clients at a time, delivering all projects within the specified timeline and budget.
- Collaborated with cross-functional teams to plan content and acquire new clients in a fast-paced environment.
- Published a new blog content per week through using a content management system.

Social media intern, Style My – Personal stylists | London, England

Feb 2016 – Jan 2017

- Managed monthly social media campaigns, coordinated social media posts, and engaged with the online community to promote the brand and increase the number of students for stylist workshops.

Sportswriter, Betfect – Social betting network | London, England

Jun – Dec 2015

- Published newsworthy articles, researched keywords, sourced images, and leveraged search engine optimization techniques to increase website traffic.

Education

MA, Journalism and Media Communication & BA, Mass Communication, University of Hertfordshire

At the University of Hertfordshire in England, I graduated with a bachelor of Mass Communication degree and a master of arts focused in Journalism and Media Communication.