

**PHYLLIS TEE**

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EXPERIENCE**CLEARLY**

SEO COPYWRITER • MAY 2019 - PRESENT

At Clearly co-manage all copy creation for our e-commerce website www.clearly.com. I apply my SEO knowledge and expertise to craft well written, high impact content that delights our customers and ensures our brand features prominently on search engine results across Canada and North America. My role includes a combination of keyword, brand and industry research, content writing, content strategy, website content optimisations and on-site SEO best practice implementations for website projects, as well as researching content opportunities in organic search for on-going SEO projects.

Notable projects

- Co-led a website content strategy for the Clearly lens microsite project and created meaningful, optimised content across four international markets, working with various stakeholders including SEO, UX, WebOps, Business, Product, Customer Service team.
- Helped improve and implement internal processes in content production through standardizing content creation workflows to increase efficiency and facilitate scaling.

iPROSPECT

CONTENT STRATEGIST • FEB 2017 - JAN 2019

At iProspect I worked as a content strategist & writer. I worked closely with the company's wide and competitive portfolio of clients within a global, fast-paced and agile environment. My role required me to create copies, develop a plan for content and oversee how that plan was carried out, from initial concept/briefing through to the delivery of globally scaled human-centred content.

STYLE MY

SOCIAL MEDIA INTERN • FEB 2016 - JAN 2017

Social media intern at Style My. My role involved coordinating and executing the company's social media strategy, working across key social media channels including Facebook, Instagram, and Twitter.

BETFFECT

CONTENT WRITER • JUN 2015 - DEC 2015

My role involved writing and publishing articles about various topics around football and sports in general via WordPress. I was also responsible for planning content creation, researching SEO keywords, and sharing on social media to increase site traffic.

EDUCATION**MASTER OF ARTS IN JOURNALISM AND MEDIA COMMUNICATIONS**

UNIVERSITY OF HERTFORDSHIRE, UNITED KINGDOM • GRADUATED 2016

BACHELOR OF ARTS IN MASS COMMUNICATIONS

UNIVERSITY OF HERTFORDSHIRE, UNITED KINGDOM • GRADUATED 2015

SKILLS & KNOWLEDGE

SEO OPTIMISATION
CONTENT CREATION
CONTENT AUDIT
CONTENT STRATEGY
COMPETITIVE ANALYSIS
PERSONAS / USER JOURNEYS
USER & MARKET RESEARCH