

Joshua Lee - Content & Brand Strategist

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Summary:

Creative Content Strategist with a background in journalism and 6 years in brand storytelling and omni-channel marketing. Specialized in SaaS and eCommerce brand growth.

Skills:

Brand Storytelling, Copywriting & Editing, Influencer Outreach, Content Calendars, SEO & Analytics Tools

Experience:

Content Lead - Brightstack eCommerce Toronto, ON (Mar 2020 Present)

- * Led 12-member content team across blog, email, and social channels
- * Produced 10x growth in organic blog visits within a year
- * Collaborated with designers to align tone with visual branding

Content Strategist - SocialFly Media Toronto, ON (Jan 2017 Feb 2020)

- * Designed editorial calendars for over 15 B2B clients
- * Oversaw 40+ product launch campaigns

Education:

B.A. Communications, York University