

# Rebecca Lee

rebylee@umass.edu | 857-203-1342 | <https://blogs.umass.edu/rebylee/>

## EXPERIENCE

### Google SEO Blog Writer Intern | Thrasio | Boston, MA

June 2021 – August 2021

Increased organic traffic and sales on DTC sites by conducting keyword research, identifying backlinking opportunities, auditing blogsites, and creating SEO-friendly content such as blogs, FAQ pages, product pages, and metadata. Managed content on DTC sites using Shopify.

### Blog Writer | UMass Public Relations Club | Amherst, MA

November 2020 – May 2021

Researched industry-related news and pitched content ideas for club's blog while gaining an understanding of blog writing process.

### Library Page | Medfield Public Library | Medfield, MA

September 2015 - August 2019

Shelved books in an efficient manner. Organized catalogs. Provided customer service.

## EDUCATION

### University of Massachusetts Amherst | Amherst, MA

Expected Graduation: May 2023

Communication & Chinese Language and Literature Double Major & IT Minor (Dean's List 2019 - Present)

**Related Coursework:** Media, Public Relations, & Propaganda; Advertising as a Social Communication; Computer Science - Introduction to Problem Solving with Computers & Using Data Structures (Java); Advanced Software for Professional Writers (HTML/CSS); Data Science for the Humanities (Python)

## SKILLS & CERTIFICATIONS

**Tech:** Mac & PC Fluent, MS Office, Google Suite, Shopify, WordPress, Java, HTML, CSS, Python, Adobe Illustrator & InDesign, SEMRush, Ahrefs

**Social Media:** Instagram, Twitter, Facebook, Snapchat, TikTok

**Arthur W. Page Society:** Introduction to Public Relations Ethics, Core Ethical Principles, Digital Ethics, Ethics in Crisis Management