

Rebecca Lee

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

EXPERIENCE

SEO Intern | Seer Interactive | Boston, MA

June 2022 – August 2022

Increased organic traffic and ROI for clients by performing comprehensive competitor analysis, keyword research, content audits, and content ideations. Monitored clients' online presence by tracking and reporting changes in traffic, keyword rankings, trends, and conversions using industry tools (SEMRush, Microsoft Power BI, Google Analytics, Google Trends).

Google SEO Blog Writer Intern | Thrasio | Boston, MA

June 2021 – August 2021
Winter 2022

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 the club's blog while gaining an understanding of the 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 – 2023)

SKILLS

Writing: Blogs, metadata, FAQ & product pages, client reports

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

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