

Rebecca Lee

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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 SEMRush, Microsoft Power BI, Google Analytics, and Google Trends.

TREASURER, K-POP DANCE CLUB

Amherst, MA | February 2022 – May 2023

Manage club finances for 100+ members. Raised over \$650+ through fundraising efforts. Create and track yearly budgets. Maintain invoices and an organized financial record. Oversee logistics in purchasing audio and film equipment.

GOOGLE SEO BLOG 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.

EDUCATION

UNIVERSITY OF MASSACHUSETTS AMHERST

Class of 2023 | Dean's List 2019 – Present

Communication & Chinese Language and Literature Double Major & IT Minor

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