

Rebecca Lee

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EXPERIENCE

Google SEO Blog Writer Intern | Thrasio | Boston, MA

June 2021 – August 2021

Worked with a team of SEO strategists to increase organic traffic and sales on DTC sites and create blogs, FAQ pages, product pages, metadata, social media copy, and the company's official Wikipedia page. Also gained experience with Shopify when posting blog content.

Blog Writer | UMass Public Relations Club | Amherst, MA

November 2020 - Present

Research industry-related news and pitch 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 2020 & 2021)

Related Coursework: Introduction to Media Industries and Institutions; 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)

SKILLS & CERTIFICATIONS

Computer: Mac & PC Fluent, MS Office, Google Suite, Shopify, WordPress, Java, HTML, CSS

Social: Instagram, Twitter, Facebook, Snapchat

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