



MEGAN LEE

WRITER, SEO, CONTENT MANAGER, DIGITAL MARKETING WIZ

INTRODUCTION

Hello! I'm Megan.

I want to crush it with a strategic, hard-working, growth-focused agency to write content that not only inspires, but widens our customers' top-of-funnel and bolsters their bottom line.

Let's do this.

PROFESSIONAL SKILLS

Search Engine Optimization
Virtual Team Management
Editing
Writing
Content Planning
Communication & Team Building
Email Marketing
Social Media Management
Graphic Design
PPC
Telecommuting

CONTACT DETAILS

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MY INTERESTS

Travel
Breakfast Tacos
Coffee
Petting Strangers' Dogs (with permission)
Sunshine
Bike Riding
Podcasts
Community Involvement
Securing the #1 Spot in Google

RELEVANT CAREER PROGRESSION

WEBSITE & EMAIL MARKETING SPECIALIST

No Barriers USA, 2019-present

- Lead blog strategy to curate content on adaptive outdoor adventures, summer camp, social-emotional learning curriculum, and stories of inspiration
- Implemented monthly and weekly email marketing strategy to a list of 85k to recruit participants for backcountry and front country events

CONTENT DIRECTOR

GoAbroad.com, 2015-2019

- Managed team of 50+ editorial contributors to publish 750+ pieces of content annually
- Utilized advanced SEO skills to grow organic article traffic by 1200%+, from 50,175 monthly visits to 618,122
- Focus on B2C communications to inspire travel
- Built internal training program for writers, the Writers' Academy, from scratch

FREELANCE WRITER, EDITOR, SEO, SOCIAL MEDIA MANAGER

Self Employed, 2011-present

- Clients include Tortuga Backpacks, NerdWallet, WPShout, Viator, Gap Year Association, RunSocial
- Stat snapshot: As of 2019, my work for Tortuga Backpack has garnered over a 82K page visits, which resulted in almost \$30K of revenue for the company.

ACADEMIC BACKGROUND

COLORADO STATE UNIVERSITY

Student Affairs in Higher Education Certificate, 2018

- Successfully completed distance-program
- Graduated with honors

BEIJING LANGUAGE & CULTURE UNIVERSITY

Certificate in Mandarin, 2011

- Awarded full-scholarship from Chinese Ministry of Education
- Completed HSK 5

VALPARAISO UNIVERSITY

B.A. in International Economics, Chinese/Japanese Studies (2010)

- Graduated Magna Cum Laude
- Community Service Chair for Chi Omega
- Studied abroad in China (x 2), South Africa, Namibia
- Member of a social justice organization, a musical group, and Advocates for Civic Engagement (ACE)