

SYD NIE LEE

CONTENT MARKETER

ABOUT ME

Strategic digital marketing professional specializing in narrative-driven content that elevates brands and captivates audiences.

CONTACT

(228) 372-7818 | sydnielee96@gmail.com
sydnielee.com

EDUCATION

Bachelor's Degree in Communication Arts
Spring Hill College | May 2019

Southeastern Tourism Society
Tourism Marketing Professional
Certification | June 2024

SOFTWARE KNOWLEDGE

InDesign

Simpleview

Photoshop

Crowdriff

Lightroom

Smartsheet

Illustrator

Drupal

SKILLS

Content Writing

Email Marketing

Strategic Planning

SEO

Web Maintenance

Photography

EXPERIENCE

Content Specialist

Gulf Shores & Orange Beach Tourism

September 2021 – Present

- Researches, writes, manages, and curates web and blog content
- Reviews SEO reports and user/marketing trends to identify content needs and improve performance
- Carries out newsletter and email content development, messaging, and scheduling
- Plans and oversees the development of annual visitor's guide, including layout, media, and content
- Designs internal and external graphics, documents, and promotional materials for all departments

Marketing Specialist

IBI Marketing Solutions

November 2019 – August 2021

- Curated individual marketing plans for clients
- Created, managed, and monitored social media and blog content
- Shot and edited product photography and video

Freelancer

Self Employed

May 2019 – December 2023

- Planned, created, and scheduled social media content
- Provided monthly social media analytic reports
- Created graphics for web and digital ads