

Liisa Lee

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Cake Media PR

Summary:

Self-motivated, outgoing, relationship builder with 10+ years as public relations, marketing director, and social media manager. Led and executed comprehensive communication and brand strategies, including content creation, and event promotion. Forward thinker and dynamic innovator, highly skilled in client management and strong brand presence.

Experience

Freelance Social Media Marketing Consultant - Cake Media PR

- Successfully implemented social media, color story, presence curation and web design, creating organic community and customer growth

PR Marketing Consultant - Mourelatos Lakeshore Resort - 2022

- Successfully implement social media, color story, presence curation and web design, creating organic community and customer growth
- Increase booking percentages via booking engines, engaged web presence, niche targeted marketing, and high impact social media content.
- Work with local and national brands on event program placement, incentives and improved community networking, and local marketing strategies, including presence at local events, sponsorships and charitable involvement
- Measure and analyze statistical growth of social media followers, reach, interaction and conversion
- Implement successful marketing initiatives, social media reach strategies, community interaction and national recognition
- Monitor on line presence of company's brand and engage with users strengthening customer relations

Program Sales & Sponsorship - Society of Voice Arts Awards – 2018

- Worked with local and national brands on event program placement, incentives and improved community networking
- Creator of local market strategies

Event Design Consultant - Pre-Production - Casting - D&D LIVE 2018

- Created pre-production event planning concept, viability, layout, and live event functional design
- Spearheaded local and national marketing strategies, merchandise design, proposals and negotiated vendor sponsorship
- Provided staff management, and coordination onsite and pre-event

- Initiated and created casting and resource database, for hiring cast and production
- Provided staff management, and coordination on-site
- Award-winning “Stream of Many Eyes | D&D Live” Event

PR - Social Media Director - How We Roll Podcast – 2018 | 2019

- Implemented successful marketing initiatives, social media reach strategies, resulting in 45% customer base growth, community interaction and international recognition
- Media planning, creative design, social media marketing, public relations, web site management in Squarespace
- Monitored on line presence of company’s brand and engaged with users strengthening customer relations

Producer - Marketing Director - Event Coordinator - Crit-Ham Album Release Party – 2018

- Created and implemented Marketing communications, vendor management, sponsorship negotiations, media strategy, creative design.
- Venue selection, setup, event logistics
- Corporate charity participation, endorsements, and finances
- Event planning and coordination
- Celebrity appearance coordination

Social Media Manager - Maze Arcana - 2016 | 2017

- Writer in-game Eberron content (not official), Social Media manager, created collateral, and grew community relations
- Maintained brand innovation and kept abreast of the latest social media trends

PR Marketing Director – New York Renaissance Faire / Forest of Fear - 2007

- Negotiated and implemented strategic marketing budgets, contract management, digital marketing and media planning
- Coordinated creative design and art direction on all events
- Coordinated National marketing and web site team on promotions and media buys
- Created innovative and original marketing plans and improved relationships with media partners
- Established brand presence and social media, elevating brand awareness, resulting in a 30% increase in revenue
- Public relations, and all on-site and on-air press and media appearances
- Wedding plan coordinator

Publicity and Media Liaison - The Renaissance Pleasure Faire - 1998 | 2006

- PR marketing assistant, ticket trade and flight schedule manager, press and media liaison

- Live event logistics
- Project detailing, creation and implementation of media database, copywriter and creation of marketing collateral, regional and local media buys, negotiating cross promotions
- Creating new marketing strategies, expanding public relations platforms, booking, coordinating all on-site and on-air media appearances

Cast Member Trainer - Disneyland Resort DCA – 2001 | 2002

- Attractions trainer for cast members in Golden State area, Condor Flats and Grizzly Peak
- Cast member attractions operation, cast scheduling, reports, testing, guest relations
- Awarded Guest commendations

Game Design, Game Host, Convention Coordinator - Simutronics Corporation - 1996 | 2004

- Dragon Realms - Player community relations, live event leadership, game host, live player mentor
- Game Design - environmental area descriptions, various verbed, event/ custom items, quests, creatures, guild titles, event design
- Fantasy University - Game item/ NPC/ area design, quest chains, and writing.
- Vegas Con - Event reservations, coordination, booking, scheduling, managing volunteer team, event host

Awards:

- #2 Best Podcast 2020 EN World
- #6 Best Live Play Podcast 2018 EN World
- #8 Best Live play Podcast 2019 EN World
- Audio Verse nominee Best Live Play Podcast 2019

Education

Santa Monica College - Scholar's Program – BA English Lit. 1992
Hunter College - NYC

"She's a fiend at social media marketing. Her numbers growth is incredible." ~ Mourelatos Lakeshore Resort

"Liisa is a hardworking, thoughtful, self-starter with a keen awareness of grassroots marketing." ~ R. Gaskins - Society of Voice Arts Awards

"You are a creative, driven, analytical person with lots of talent." ~ E. Latham - Producer - Simutronics

"You did a spectacular job for us in California and New York. Everyone is looking forward to working with you again." ~ R. Kipple ~ Renaissance Entertainment Corporation"

“Liisa is a wonderfully talented design and wordsmith! What a help she is to my brand, storytelling, and public relations assests. She is definitely someone you want on your team!” ~ L. Gunderson