

# Liisa Lee

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## **Profile:**

Dynamic PR Marketing Director and Media Liaison with over 10 years of experience, providing comprehensive support to senior executives, with a creative eye for global-grassroots brand elevation.

## **Experience:**

### **Digital Marketing Consultant and Coach**

2018 - Present

- Provided personalized and group training in social media marketing, self-promotion, website design optimization, and business relationship building.
- Tailored sessions to meet individual client needs, ensuring maximum engagement and knowledge retention.
- Empowered entrepreneurs to enhance their online presence, resulting in increased brand visibility and customer engagement.

### **PR Marketing - Casting - Studio Smile**

2024

- Consulted with Studio Smile agency in Stockholm, casting voice actors for an animated series.
- Initiated US market contact, created a casting database, and facilitated auditions.

### **Social Media Strategist - Never Ending Inc. Kickstarter**

2022

- Produced compelling content tailored to different platforms, resulting in campaign success.
- Executed targeted advertising and cultivated influencer relationships, exceeding funding goals.

### **PR Marketing Consultant - Casting - SoME Event WoTC**

2018

- Consulted on event concept, viability, event site design, securing sponsorships, resulting in event awards.
- Created original data base resulting in full cast, prop, and costume hires, and on site advocate and liaison, ensuring successful event execution.

### **PR Social Media Coordinator - How We Roll Podcast**

2018-2019

- Implemented marketing strategies resulting in 45% customer base growth.
- Managed website design, social media marketing and product sponsorship communications, achieving industry recognition including multiple award wins.

### **Crit Ham Album Release Party - Marketing | Event Coordinator**

2018

- Created event, site design, and produced all marketing collateral.
- Orchestrated successful event, multiple brand partnerships, and exceeding charity donation expectations, resulting in \$2300 raised.
- Coordinated with industry leaders for surprise guest appearances by Critical Role cast, elevating brand visibility.

### **PR Marketing Director - New York Renaissance Faire | Forest of Fear 2007**

- Created, renewed, and expanded corporate communication with national, regional and local media, radio, sponsors, media personalities, local press and business partners.
- Reestablished brand presence, reentered social media markets, and created new marketing strategies, elevating brand awareness resulting in 30% increase in revenue across the board.
- Negotiated media promotions, ticket trade, flight schedules, regional ad sales, and media coverage.
- Coordinated with national website team on promotion, media buys, and innovative expanded collateral reach.
- On-site press and media liaison, including all on-air interviews for radio and television.
- On-site theme character.

### **Awards:**

- #6 Best Live Play Podcast 2018 EN World
- #8 Best Live Play Podcast EN World
- Audio Verse Awards nominee Best Live Play Podcast 2019

### **Education:**

Santa Monica College – English Lit. Scholar’s Program  
Hunter College - NYC