

# Liisa Lee

Studio City, CA. 91602  
818-406-7791  
liisa.lee@gmail.com  
liisaleevo.com

## **Profile:**

Dynamic PR Marketing Director and Media Liaison with over 10 years of experience. I provide comprehensive support to senior executives, specializing in global-grassroots brand elevation.

## **Experience:**

### **Digital Marketing Consultant and Coach - Liisa Lee Voiceovers**

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, bookable marketable assets, and client 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 and design, securing sponsorships and managing casting.
- Facilitated actor, prop, and costume hires, 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 and product sponsorship communications, achieving industry recognition.

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

2018

- Orchestrated successful event, exceeding charity donation expectations.
- Coordinated with industry leaders for guest appearances, elevating brand visibility.

### **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