

Jody Beth Lee

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Location: Amsterdam, Netherlands

Professional Summary

I'm a hybrid Content Specialist and Product Owner with a background in UX writing, content operations, and digital product development. My approach combines practical content strategies, user-first design, and analytical insights to enhance digital experiences. I've successfully led diverse teams in international organizations, managing projects that directly contribute to user experience improvements and digital growth. I'm keen to help teams refine their content strategy and elevate user experiences.

Areas of Expertise

- A/B Testing and Usability Research
- Agile & Scrum Methodologies
- Analytical & Creative Storytelling
- Content Strategy & Development
- Conversion Optimization
- Digital Transformation & User Engagement
- Project & Stakeholder Management
- SEO/SEM & Data Analysis
- Team Leadership & Collaboration
- User Experience Design

Career Experience Summary

Senior Content Writer | Miro | Amsterdam | June 2022 – Present

As the lead for Miro's online help content experience, I collaborate with multiple teams to ensure users can efficiently find and navigate information to resolve their issues or queries.

- **Main Responsibilities:** Spearheaded the Help Center's first major content redesign, establishing processes for data analysis to inform content strategy improvements.
- **Key Accomplishments:** Achieved a 58% reduction in support tickets, 1.86% decrease in article downvotes, and a 33% drop in support page views within one year, and completed a POV for a new ticket deflection metric for enhanced customer self-service.

Digital Product Owner | Philips | Amsterdam | Sept 2021 – May 2022

Continued development and enhancement of Philips Consumer Marketplace, taking charge following the successful MVP launch.

- **Main Responsibilities:** Managed the product backlog, coordinating with finance, legal, and logistics experts to build a scalable, stable platform for third-party sellers.
- **Key Accomplishments:** Initiation, research and planning for key marketplace features, including Cash on Delivery and a Messaging console, for future market expansions.

Digital Product Owner | Emirates Airline | Dubai, UAE | June 2018 – August 2021

Promoted to oversee emirates.com's brand, product, and service portfolio, I focused on developing features that enhance customer engagement and access to services.

- **Main Responsibilities:** Led the product backlog management and strategized for a premier Emirates digital brand experience.

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- **Key Accomplishments:** Directed a highly ranked COVID-19 Information Hub with over 1 million unique weekly visits, initiated a new Family Travel section with a Net Promoter Score (NPS) of 66, increased flight searches by 25% through campaign creation for new products and services, and led the 'Emirates Fly Better' rebrand across 160+ websites, boosting revenue by 6.5%.

Senior Digital Copywriter | Emirates Airline | Dubai, UAE | March 2016 – June 2018

Managed content delivery for the Emirates brand, encompassing the official website, mobile app, and email communications. This role involved a strategic evolution from content management to full product ownership, bridging content strategy with user experience and business objectives.

- **Main Responsibilities:** Ensure consistent messaging and tone of voice across digital channels, streamlined information architecture, and enhanced content strategy. Collaborated closely with design, analytics, and development teams to innovate content delivery and functionalities. Focused on continuous SEO and content optimization.
- **Key Accomplishments:** Elevated emirates.com to top 3 SERP positions for key branded terms, pivotal in a major platform migration optimizing for SEO, and orchestrated homepage content for global campaigns over 160+ websites in 27 languages. Additionally, grew the content team by recruiting and integrating 2 new copywriters.

Content Editor | Leo Burnett MENA | Dubai | September 2014 – March 2016

Spearheaded content creation across multiple brands, orchestrating both the strategy and production phases.

- **Main Responsibilities:** Created content for digital ad campaigns, blog articles, lifecycle emails, and comprehensive technical documentation.
- **Key Accomplishments:** Managed content strategy for a new telco website, delivering 60+ pages.

Software & Applications

Azure | Confluence | Crazy Egg | DeepCrawl | Figma | Google Analytics | Google Trends | Google Workspace | Hotjar | Jira | Looker | Mirakl | Office 365 | Tableau | Tridion | UserZoom | Zendesk | Zeplin

Certifications

AI in Content Design: Evaluation and Structure | UX Content Collective | June 2025
Design Thinking Certificate | Growth Tribe | September 2023
Certified ScrumMaster® (CSM®) | Scrum Alliance | May 2023
Foundation in Content Design | Content Design London | January 2022
Fundamentals of Digital Marketing | Google | May 2020
SAFe® 4 Product Owner/Product Manager | Scaled Agile Inc. | October 2019

Education

Master of Arts | Communications | Royal Roads University | Canada | October 2016
Bachelor of Arts | Geography & Anthropology | Memorial University of Newfoundland | Canada | May 2010