

Isabella Lee

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The Netherlands | [Linkedin](#) | [Featured by Ninjible](#)

Multilingual project manager with hands-on experience in digital content production, platform troubleshooting, and cross-border stakeholder communication. Proven track record in managing multilingual Dutch-English digital projects, websites, mobile apps, videos, and promotional materials, through structured workflows, CMS operations, and quality control. Skilled in content rollout, system updates, asset coordination, and timeline management, while supporting technical fixes and second-line issue resolution across teams. Experienced with APIs, JSON-based configurations, and SaaS environments. Delivered successful projects for sustainability, tourism, and FMCG industries. **Fluent in English, actively learning Dutch, and already experienced in successfully managing Dutch-language projects, and based in the Netherlands with a Master's degree in Communication Science.**

PROFESSIONAL EXPERIENCE

Digital Producer

Ninjible B.V.

Oct. 2024 – at present

Responsible for managing the full digital product lifecycle, from pre-launch development and testing to post-launch updates, with a focus on brand consistency, timely delivery, multilingual content accuracy, and cross-functional coordination.

- Successfully managed and maintained digital projects such as:
 - [Ninjible](#)
 - [My Aruba Guide](#)
 - [Plastic Soup Foundation](#)
 - [Foundation](#)
 - [Tecforce](#)
 - [Ubuntu Mundo](#)
 - [My Curacao Guide](#)
 - [PlasticFreeFuture App](#)
 - [Schellingadvies](#)
 - [Werkenbijtecforce](#)
- Managed 10+ digital projects (e.g., websites, mobile apps) covering development, updates, and multilingual content workflows.
- Conducted QA and UAT testing on digital outputs; Lighthouse scores consistently ≥ 90 .
- Applied SEO practices to improve site structure and copy visibility.
- Prepared and published marketing materials across various client platforms.
- Coordinated with developers and vendors across development(dev), acceptance (acc), and production (prod) environments to fix content-related issues and support deployments.
- Coordinated with developers and vendors to resolve content/configuration-level bugs and deployment inconsistencies.
- Created internal templates, checklists, and CMS guides to support content accuracy and team onboarding.
- Supported content rollout and campaign publishing for B2B clients in multiple industries, including tourism, sustainability, education, ecommerce, and professional services.
- Used Google Analytics, Asana, Canva, and AI tools for tracking, collaboration, and visual content production.
- Conducted QA and UAT testing on digital outputs; Lighthouse scores consistently ≥ 80 .

Commercial Producer

Phoenix New Media

Apr. 2022 – Sep. 2024

Responsible for managing large-scale creative and marketing projects from initial concept to final rollout, producing high-impact outcomes across digital channels and live broadcast platforms.

- Collaborated with cross-functional teams, including design, technical, and marketing to produce diverse media assets such as live broadcasts, promotional videos, scripts, and interactive web content, tailored to client needs.
- Delivered campaigns for Shede Spirits and Xijiu (2022–2024), generating 100M+ views on ifeng.com and 1B+ total impressions across platforms.
- Produced commercial media for BYD, SAIC Volkswagen, Dongfeng Honda, Volvo, GAC Toyota, Gree, and Chery, each reaching 10M+ views.
- Launched live broadcasts with total viewership exceeding 32 million.
- Created content that appeared on national trending lists across major social media platforms.
- Planned and executed end-to-end campaigns, coordinating content, scheduling, and cross-functional teams (content, design, technical, marketing, and advertising).
- Produced multimedia assets, including live video, promotional clips, scripts, and interactive web content.
- Developed promotional materials and packaging content to support campaign distribution.
- Coordinated packaging and promotional strategies to maximize campaign exposure and viewer resonance.

Marketing Specialist	Hebei Harvest Wheat Culture Communication	Mar. 2021 – Mar. 2022
Responsible for supporting B2B marketing campaign planning and execution by coordinating content rollout across digital and offline platforms, managing visual assets, and assisting live event operations.		
<ul style="list-style-type: none"> Delivered live streaming events for product promotions, generating audience engagement and contributing to measurable sales impact. Supported campaigns for clients in the automotive, jewelry, alcohol, and new energy sectors. Coordinated marketing assets, including graphics, video, and copy, for use across digital and offline channels. Managed live event schedules and content delivery to expand brand reach and visibility. Collaborated with clients, designers, and external vendors to maintain campaign timelines and content consistency. Assisted in applying data-driven strategies to improve campaign responsiveness and audience interaction. 		
Other roles:		
Project Consultant	Sarphati Cohort	Feb. 2023 – Mar. 2023
Project Consultant	Muziekweb	Oct. 2022 – Dec. 2022
News Director	Hebei Radio and Television Station	Jul. 2020 – Aug. 2020
Journalist	China Central Television	Jul. 2019 – Aug. 2019

SKILLS & TOOLS

- Skills:**
 - **Content Execution & Publishing:** CMS (WordPress, custom CMS), SEO content structuring, Modular content authoring, Content QA & UAT, Email layout planning, Localization workflows
 - **Project & Workflow Management:** Content scheduling, Cross-functional coordination, Internal & external stakeholder communication, Intercultural communication
 - **Media & Production:** Digital media production, Video & script planning, Visual asset coordination, Live broadcast operation, Event support
 - **Analytical & Strategic:** CRM, Google Analytics, Data-driven content optimization, Audience analysis
- Software:** Microsoft office, Asana, Google Analytics, SPSS (9.5/10), Adobe Premiere Pro, Adobe Photoshop, Adobe After Effects, Adobe Dreamweaver, Final Cut Pro, Canva, WordPress.
- Language:** English (Fluent); Dutch (Beginner); Chinese (Native)

EDUCATION

University of Amsterdam (UvA)	Sep. 2022 – Oct. 2023
<i>Master of Science in Communication Science</i>	
<ul style="list-style-type: none"> Relevant Coursework: Clashing Views on Media Effects, Developing Media Entertainment, Persuasive Design in a Digital Era, Extending Reality: Design and Applications of Immersive Media, etc. 	
Macau University of Science and Technology (MUST)	Sep. 2017 – Jun. 2021
<i>Bachelor of Arts in Journalism and Communication</i>	
<ul style="list-style-type: none"> Honors: First Class Honors; Selected in the Dean's Honor List for the 2019 - 2021 Academic Years Relevant Coursework: Integrated Marketing Communication, Multimedia Production, Media Operation and Management, Intercultural Communication, New Media Communication and Development, Web Design, Social Statistics, Audience Analysis, Consumer Behavior, Advertising, Advertising Copywriting, Organizational Communication, etc. 	

About Me

What I Do

I'm a multilingual content and project management professional focused on delivering high-quality digital projects across cross-cultural environments. From websites and apps to SEO-driven copy and full brand rollout workflows, I specialize in integrating structure, execution, and detail into real, launch-ready outcomes. I see myself as a translator, not just across languages, but across functions: between content and code, user needs and product goals, ideas and implementation.

Language & Communication

My native language is Chinese, I'm fluent in English, and currently learning Dutch. Although I'm still in the process of mastering Dutch, I've already managed several Dutch-language projects in real working environments, where I was able to contribute effectively and communicate efficiently. These experiences have reinforced one thing: in multilingual settings, clarity, context awareness, and trust matter just as much as language itself. Language is a tool, but delivering outcomes is my real focus.

Skills & Collaboration

I've worked across a range of industries, including tourism, sustainability, e-commerce, education, media, and manufacturing. I've supported SMEs, NGOs, global brands, and media groups. I collaborate closely with designers, developers, marketers, and clients, often across time zones and disciplines. With a solid understanding of CMS architecture, content models, front-end fit, SEO structure, and QA/testing processes, I often serve as the "bridge" between business and tech.

My strength lies in hybrid roles, where content precision meets execution logic. I value structure, but I'm not afraid to dive into the details. I'm skilled in tools like Asana, Google Analytics, WordPress, custom CMS platforms, and Canva. I've led the creation of internal content standards, publishing workflows, and asset templates that keep teams aligned and efficient.

My Journey So Far

I'm originally from China and have been living in the Netherlands for three years. I've been independent since I reached adulthood, when I first left my hometown to start living on my own. From China to Macau, and then from Asia to Europe, none of these moves were accidental. I chose to leave familiar ground to explore, to grow, and to reframe my identity across languages and cultures. That's how I've grown, not by standing still, but by moving into the unknown.

I hold a Master of Science in Communication Science from the University of Amsterdam (UvA) and a Bachelor's degree in Journalism and Communication from Macau University of

Science and Technology (MUST), This academic background allows me to bridge both analytical and creative thinking, combining storytelling, structure, and strategy in how I approach digital content and project management.

Why the Netherlands?

I genuinely enjoy life in the Netherlands. The social rhythm here: balanced, respectful, and quietly efficient, suits me well. I appreciate how people value both individual space and community spirit. The transparency of systems and the logic-driven way things are organized give me a sense of clarity and calm. This is a place where I feel confident committing to long-term plans.

Travel, Curiosity & Culture

I love exploring cultures and traveling. So far, I've visited about 20 countries. Whether I was helping with sea turtle conservation in Indonesia, taking street photos in France, or attending a concert in Austria, and each journey has offered a new lens through which to see the world. Travel, to me, is not just escape—it's how I practice openness and stay curious.

Dog Person, Absolutely

And yes—I'm definitely a dog person. I stop for dogs, always. Joy, calm, and connection—they give it so freely, it reminds me to slow down too.

Music & Focus

Music has been a key part of my life since I was six, when I started learning the guzheng (a traditional Chinese string instrument). Later, I picked up the cello and piano as well. Years of musical training have shaped how I approach focus, structure, and discipline. In many ways, managing a project is not that different from practicing an instrument: you keep refining, keep listening, and keep improving step by step.

How I Work

I believe in long-term thinking. I believe in details. No matter the project scale, I tend to treat each one with care because clarity, reliability, and continuous learning are what truly define professional value.