

JAYDE LEE

DIGITAL STRATEGIST

Barcelona, Spain & Gold Coast, Australia | jayde@agencyjkl.com | +34 691 284 680

I'm a digital strategist based across the Gold Coast, Australia & Barcelona, Spain, working at the intersection of content, SEO, paid media, branding, and social. My niche lies in SEO, web design, and eCommerce, especially intuitive, brand-aligned experiences. I combine UX fundamentals with strategic thinking to create websites that not only rank and convert, but also feel effortless to navigate. Whether it's planning content strategies, coding custom Shopify sections, cleaning up chaotic Google Ads accounts, or growing a social presence with purpose, I bring clarity and cohesion to every digital touchpoint.

AREA OF EXPERTISE

SEO	No-Code Web Development	Content Strategy
Paid Search	Basic HTML, CSS & Javascript	Responsive Design

LONG TERM EXPERIENCE

Digital Strategist — The Learn Academy (TLA)

Dec 2023 – Present

Led digital strategy for a leading international school. Focused on improving SEO, content, paid search, and user experience.

- Re-structured the website to improve UX, navigation, and SEO → +714% increase in key event completions in 12 months (lead contact forms, calls, emails and Whatsapp clicks)
- Developed intent-based landing pages targeting international parents → +591% YoY organic traffic increase
- TLA now ranks #1 for "A Levels Barcelona" and other key search terms
- Set up and managed Google Ads campaigns → 5.8% CTR, 27% drop in CPA, 85+ leads in 10 weeks
- Led a full technical SEO audit and implemented structured data, meta improvements, and mobile first fixes

Director Of Business Development — TEFL Iberia

Feb 2020 – March 2024

Led business development and day-to-day operations for one of Barcelona's leading English teacher training schools. Focused on growth through partnerships, process automation, and improved customer experience.

- Built and managed the full CRM system (Monday.com) from scratch → streamlined team workflows and reduced manual admin
- Closed a key strategic partnership that now accounts for 35–40% of the company's customer base
- Built 10+ segmented email automation funnels in Mailchimp based on lead demographics and behaviour → mapped content to top, middle, and bottom-of-funnel stages, and wrote/designed every email improving open rates and lead-to-enrolment conversion
- Handled daily comms with leads and students; supported onboarding, accommodation, and visa guidance
- Developed internal systems and automations to improve efficiency across sales, HR, and support
- Designed 30+ digital assets (ebooks, guides, videos) to support marketing, onboarding, and FAQs

Took over TikTok strategy and execution for a niche education brand. Focused on organic growth, engagement, and content optimisation through SEO and trend-driven formats.

- Achieved +39% follower growth in the first 12 weeks
- Comments increased by 221%, signalling higher audience engagement
- Profile views in 12 weeks nearly matched the total from the entire previous year
- Used TikTok SEO, on-screen CTAs, trend forecasting, and A/B testing to increase reach and consistency

PROJECTS

Shopify Design & SEO Strategy - Matcha Memoir

Dec 2024 – Present

End-to-end eCommerce site for an up-coming matcha brand, combining SEO, UX, and custom Shopify development.

- Designed and built the entire Shopify site: homepage, product/ collection pages, blog, FAQ, wholesale, and more
- Wrote all copy with SEO and tone of voice in mind, aligning with brand values and keyword strategy
- Created high-intent, search-targeted collection pages (e.g. “best vegan matcha,” “matcha for hormone balance”)
- Implemented structured data across the site, including Product, FAQPage, and Organisation schema
- Developed custom Liquid sections, video headers, accordions, and CSS-based design tweaks
- Integrated and optimised Shopify plug-ins (e.g. bundles, SellEasy) to increase UPT and drive product discovery
- Built a clean, conversion-friendly experience that’s fully optimised for organic growth pre-launch

Web Design and SEO Copy Writing - Your Trilingual Support

Feb 2025

Designed a clean, professional Wix site for a boutique executive assistant brand. Delivered SEO-optimised copy, developed the tone of voice, and structured the site for easy client management post-handover. The site now ranks #2 for a high-intent keyword: “multilingual executive assistant agency for CEOs.”

Google Ads & Landing Page Specialist - Eureka Language Centre

Sep 2024

Created and managed local Google Ads campaigns to drive leads for an English language school. Designed Spanish/Catalan landing pages, set up full tracking, and optimised for conversions.

- 6.2% CTR . 40+ leads in 6 weeks

Web Design & Copywriting - Global Animal Welfare Fund

July 2024

Built a donation-ready Wix website for an animal welfare non-profit. Wrote clear, purpose-driven copy, integrated a third-party donation platform, and optimised for mobile and SEO.

EDUCATION

Bachelor Of Business - Major in Marketing

Griffith University - Gold Coast Campus

Post-Graduate Diploma - Digital Marketing

University of Technology Sydney (UTS)

EARLY CAREER

Mecca Brands - 2014-2019

Retail Make-Up Artist

Global Work & Travel - 2018-2019

Sales Agent

ADDITIONAL INFORMATION

- **Languages:** English (Native) Spanish (Conversational)
- **Certifications:** CertTESOL, QBP Queensland (Qualified Business Person)
- **Tool Proficiency:** Shopify, WordPress, Wix, Canva, Mailchimp, Prismic CMS, Google Ads, Google Analytics, Google Search Console, Google Tag Manager, SEMrush, JSON-LD Schema, Meta Ads Manager, CapCut, Monday.com, CSS, Basic HTML, Klaviyo, AI Tools.