Lee Radix

Content Marketing Lead

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Summary

Content marketing professional with **12+ years** of experience shaping content, campaigns, and brand communications. I bring together strategic thinking, storytelling, and technology to create clear, engaging content that connects with audiences and supports business goals. At Samsung, I lead B2B marketing content, build scalable creative workflows, and use AI to streamline processes and improve team efficiency. My work includes a Red Dot Brand and Communication Award-winning campaign for a world-first laptop, as well as purpose-led, environmentally focused campaigns.

Experience

Content Marketing Lead, Samsung, Nov 25 - Present

- Lead a creative team spanning design, SEO, and organic content, providing strategic direction and developing team capabilities.
- Drive AI adoption across the team by developing new skills, testing AI-powered workflows, and identifying opportunities to automate content creation and improve efficiency.
- Develop and lead brand-awareness campaigns, including two customer-review initiatives with Gartner and G2 that connected customer advocacy with environmental impact through tree planting in Kenya and coral restoration in Indonesia.
- Develop content roadmaps aligned with key topic themes and business priorities, creating a strategic foundation for content planning and execution.
- Lead creative workshops focused on increasing homepage engagement, strengthening brand understanding, and improving content performance, then present concepts and recommendations to Samsung HQ.
- Developed a design language for Samsung Knox and collaborated closely with Samsung HQ to deliver creative content supporting global marketing initiatives.

Senior Marketing Writer, Samsung, Jun 24 - Nov 25

- Led written content and editorial development for the Samsung Knox marketing team, maintaining high standards for accuracy, terminology, grammar, and brand voice.
- Created and implemented the first Samsung Knox B2B Marketing Writing Style Guide, establishing standards for voice, tone, grammar, punctuation, product naming, and editorial style.
- Developed content production workflows that reduced average review iterations from 12 to 4, streamlining collaboration across the team.
- Led B2B advertorial content published through CIO and The Hacker News, translating complex security topics into engaging, accessible content for business audiences and managing agency-produced content from brief through final delivery.
- Developed and managed a monthly customer newsletter to increase engagement, promote blog content, and drive traffic to the Samsung Knox homepage.
- Developed SEO-focused content and used performance and engagement data to inform future content planning, editorial decisions, and content optimization.
- Edited and reviewed blogs, campaigns, web pages, and other marketing assets while collaborating with designers, marketers, and global Samsung teams.

Experience continued

Content Producer, Workleap, May 2023 - Jun 24

- Produced SEO-optimized content to improve Workleap's online visibility and drive organic traffic.
- Crafted persuasive landing-page and digital ad copy to communicate product benefits, build awareness, and drive engagement.
- Developed feature releases, thought-leadership content, case studies, and success stories to highlight product value and customer impact.
- Created briefs for blog articles aligned with content strategy and target-audience interests.
- Developed scripts for video content, presentations, and webinars to communicate key messages clearly and engage target audiences.
- Edited content across channels to ensure clarity, consistency, accuracy, and quality while collaborating with the content director.

Senior Copywriter, Acer, Sep 20 - Nov 22

- Collaborated with Porsche Design, Disney, and National Geographic on three limited-edition product launches, writing global B2C marketing copy for campaigns, landing pages, social media, and email.
- Increased organic traffic by 100% by introducing high-impact SEO keywords and overhauling brand tone across 5 consumer sub-brands.
- Implemented a consistent copy tone for global translation partners, reducing company translation costs by 5%.
- Liaised with Intel, Microsoft, and AMD to assess and improve keyword implementation across product pages.
- Created standardized master-copy templates and wrote internal and external promotional materials, direct mail, and advertising copy.

Content Producer, Next Animation Studio, May 19 - Aug 20

- Proposed and directed new channel content that increased the subscription base by 12% to 2.6 million.
- Partnered with LINE to produce 5 daily pieces of content for the LINE TODAY app, generating 100,000+ views per day.
- Researched and wrote three pieces of internationally published daily news and animated content, coordinating publication schedules across three international accounts.
- Produced animation scripts and storyboards and worked with an in-house and remote team of 11 animators in Bali.
- Revamped and created channel thumbnails, improving CTR by an average of 25%, and presented weekly performance
- reports to the Studio Director.

Core expertise

Content strategy | B2B marketing content | Writing and editorial | Brand voice | Campaign development | Creative direction
AI-assisted workflows | Email and social

Education and awards

- Red Dot Brand and Communication Award - Taiwan, August 2021
- New Bloggers Award - Clueless in Asia, January 2017
- Bachelor of Arts in Fine and Studio Arts - Bristol, England, July 2014