Heather Lim

Tel: (213) 454-1727
Email: heatherlim820@gmail.com
LinkedIn • heatherlim.com

EXPERIENCE

Hårklinikken LLC, New York, NY

CONTENT MARKETING MANAGER (promoted from Lead Copywriter) | March 2025 — Present

- Direct global brand voice and end-to-end content ecosystem for beauty brand across web copy, email newsletters, social media, and hero launch campaigns across 6 markets (US, UK, DK, EU, UAE, IS).
- Manage full-lifecycle content and creative production, including briefing, scheduling, vendor management, and QA, to keep every touchpoint on-brand and high-performing.
- Architect automated email flows and subscriber retention strategies in Klaviyo, boosting LTV and driving long-term growth across the full funnel.
- Translate complex scalp biology, trichology, hair health science, and clinical formulations into clear, engaging, and accessible copy across web, email, and launch campaigns.

Awaken Services LLC, Costa Mesa, CA

AMAZON BRAND MANAGER & COPYWRITER | January 2024 — May 2025

- Drove end-to-end marketplace management and GTM strategy across 100+ SKUs, scaling revenue by 50% and securing #1 category rankings for Vitamin D, Turmeric, and Omega-3 fish oils.
- Executed rigorous SWOT and competitive market analyses to reverse-engineer top-performing rivals, translating consumer and ranking data into high-converting listing optimizations and portfolio updates.
- Partnered directly with R&D, supply chain, and design teams to brief and execute formula iterations, packaging changes, and product lifecycle updates based on emerging category gaps and performance metrics.
- Spearheaded Amazon Brand Storefront strategy, catalog management, and A+ Content development, collaborating cross-functionally to optimize conversion rates and accelerate product adoption.

Static Media Inc., Remote

SEO WRITER & STRATEGIST | August 2022 — January 2024

- Breakdown complex culinary techniques, food science, and ingredient chemistry into approachable, engaging long-form content for Tasting Table that educate readers and drive conversion.
- Conducted market research and competitive analysis, translating cultural trends and consumer insights into engaging content strategies that improved organic traffic performance.

The Triton, San Diego, CA

ARTS & CULTURE EDITOR | September 2018 – June 2020

- Led content strategy and the editorial calendar for Arts & Culture, planning and assigning weekly coverage of visual arts, fashion, music, and dance for UC San Diego's independent student news.
- Recruited, trained, and managed a team of student writers — assigning stories, editing copy, and setting the section's editorial voice and standards.
- Partnered across News, Opinion, and Design desks to align coverage, coordinate cross-team projects, and keep the publishing calendar on track.

EDUCATION

M.A. in Elementary Education — Western Governors University
B.A. in Literatures in English — University of California, San Diego

SKILLS

Brand Strategy & Positioning: Product Positioning & Messaging, Go-To-Market (GTM) Strategy, Brand Storytelling, Cross-Functional Team Leadership, Lifecycle & Portfolio Management, Creative Brief Development.

Channels & Growth: DTC Marketing (Klaviyo, HubSpot), Amazon Marketplace (Seller Central, Brand Storefronts, A+ Content), Meta & Google Ads, Consumer Insights & Performance Analytics