

# Yael H. Levy

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## what it's all about

Every piece of content—from a tweet to a longform article, from a headline to an on-air radio read—has a story to tell. As a high-quality copywriter, I find joy in crafting those stories to ensure maximum positive impact for both the company and the client.

## recent history

### ***Copywriter***

#### **Doremus & Co., San Francisco | June 2014 – Present**

As a copywriter at Doremus, a B2B advertising agency, I work closely with the creative team in authoring, presenting, selling, and executing unique, comprehensive campaigns for clients such as Hewlett-Packard, Microsoft, Intel, and Argosy.

I strive to push the boundaries of engaging and innovative content for print, digital, social media, radio, video, and experience. I tackle each new challenge with composure under pressure, enthusiasm for collaboration, and diligent time-management.

### ***Junior copywriter***

#### **West Advertising, Alameda | October 2011 – June 2014**

Copywriting for a diverse selection of clients, with a focus on social media and web content, and ads for web, print, radio, and television.

### ***Editorial intern***

#### **Diablo Custom Publishing, Walnut Creek | August 2011 – December 2011**

Writing, copyediting, research, and fact checking for custom print publications and the online division of an award-winning East Bay culture and lifestyle magazine.

## tools of the trade

- Microsoft Office Suite & Apple iWork
- Social Media Scheduling Platforms
- Chicago Style, MLA, & AP
- Typing 110 WPM
- Curious mind & strong communication skills
- Nimble learning curve & strong work ethic
- Lifelong love of words & stories

## book learning

Bachelor of Arts: English Literature  
University of California, Berkeley