

YAEL H. LEVY

Copywriter

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experience

Sr. Lead Brand Writer

Thumbtack, San Francisco | September 2019 – present

The go-to expert on brand voice, across both customer and pro sides of the business. Owns breadth of marketing copy, including product, growth, and engagement marketing. Established multiple in-depth cross-functional relationships to advance creative strategy and champion the Thumbtack brand.

Copywriter

Peet's Coffee, Emeryville | January 2018 – September 2019

Made the switch to client-side, crafting copy for a single brand across a variety business sectors, from consumer packaged goods to retail and ecommerce. Everyday work included in-store signage, loyalty emails, and seasonal landing pages.

Copywriter

gyro, San Francisco | September 2016 – December 2017

Created both as a supporting and lead copywriter in conceiving, presenting, and executing integrated campaigns for clients such as Visa Developer and Hewlett-Packard.

Copywriter

Doremus & Co., San Francisco | June 2014 – September 2016

Worked closely with the creative team in authoring, presenting, selling, and executing campaigns for clients such as Hewlett-Packard, Microsoft, and Intel.

Junior Copywriter

West Advertising, Alameda | October 2011 – June 2014

Created content for a diverse selection of clients, with a focus on organic social media and web content, and paid media for web, print, radio, and television.

skills

- sets the standard for disciplined and curious craft skills
- compassionate and persuasive communication skills
- nimble learning curve and strong work ethic
- lifelong love of words and stories

education

Bachelor of Arts: English Literature
University of California, Berkeley

extraneous

- avid gummi candy enthusiast
- prefers The Replacements' *Let it Be* to The Beatles'
- recreational illustrator