

# Yael H. Levy

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## experience

### Copywriter

Peet's Coffee, Emeryville | January 2018 – present

Having made the switch to client-side, I'm now crafting copy for one brand across a variety of media, from web content to product packaging, sale sheets, and email marketing.

Whether it's in-store signage or landing pages, I tackle each new challenge with curiosity, composure under pressure, enthusiasm for collaboration, and diligent time management.

### Copywriter

gyro, San Francisco | September 2016 – December 2017

Created both as a supporting and lead copywriter in concepting, presenting, and executing unique, comprehensive campaigns for clients such as Visa Developer, Hewlett-Packard, Varian, and SonicWall in media including print, digital, social media, radio, video, and interactive media.

### 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, Intel, and Argosy.

### Junior copywriter

West Advertising, Alameda | October 2011 – June 2014

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

## skills

- Microsoft Office Suite
- Apple iWork
- Social Media Scheduling Platforms
- Chicago Manual of Style
- Transcription 110 WPM

## education

Bachelor of Arts: English Literature

University of California, Berkeley

Class of 2011, GPA 3.87