

JACK LEVINSON

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EDUCATION: Vassar College Class of 2014 – Bachelor of Arts, English

LANGUAGES: English, Spanish

PROFICIENCIES: Photoshop, Premiere Pro

Copywriting: Web Copy, SEO Content Writing, Product Copy, and more **The RealReal**

- Conversion copy for email marketing campaigns driving sales and participation in consignment program

XYZ Media / Wiley University Services

- Content creation on an array of topics related to higher education and job opportunities, incorporating SEO principles and keyword research tools to drive organic lead generation

Supermood Skin Care

- SEO-driven blog and newsletter content related to holistic skincare

Hammerton Studio

- Copywriting for website, monthly newsletter, sales and promotional pamphlets

Rume Industrial Design Services

- Complete web copy for new site and services deck for prospective clients

Joud Coffee Abu Dhabi

- Web copy for new site including company history, values, and product pages

OHOM Design

- Product descriptions for packaging and web copy
- Content scripts for commercials
- Web copy rewrites

Earthbar Vitamins & Supplements

- Content creation and copy for website redesign including brand history and eCommerce; taglines for print and digital ads; product packaging copy

Brand Strategy

Makeup by Mario

- Long-term internal brand positioning sessions and brand blueprint copy including brand statement, audience overview, and values statement

Consonance Botanicals

- Copywriting for business rebrand including packaging, web materials, and taglines. Created brand blueprint identifying brand voice, positioning and differentiation

Grafikisto, Inc.

- Brand blueprint creation including “North Star” materials for a range of clients in creative fields, including art, fashion, and fragrance

Additional Work Experience

Director of Communications

Night Gallery Los Angeles Jan 2017 – Jun 2021

- Wrote, edited, and/or managed all gallery communications including press releases, virtual exhibitions, art fair applications, project proposals, and artist books. Produced exhibition texts for artists including Derek Fordjour, Claire Tabouret, Danielle McKinney, Kandis Williams, Tomashi Jackson, and Samara Golden
- Social media manager. Grew Instagram followers by 60k