

# RESUME



**Yakira Levi**

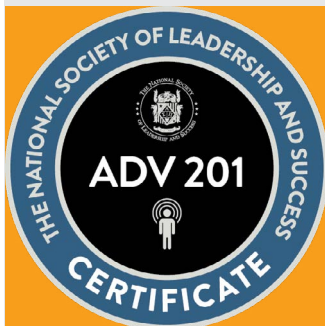
AMA, Professional Certified Marketer  
Music Business Consultant

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# PERSONAL INFORMATION



Name  
**Yakira Levi**

Address  
**Oak Park, IL**

Phone  
**+708 970 8366**

Email  
**mail@yakiralevi.com**

Website  
**www.yakiralevi.com**

Master of Science Degree in Marketing, Bachelor of Arts Degree in Management, Internet Marketing Graduate Certificate, Social Media Administration Training, Content Marketing Certified, American Marketing Association PCM® Certified, National Society of Leadership and Success; Executive Leadership Certification.

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## ABOUT

## ME

Whether you are an entertainer, public figure, nonprofit, or entrepreneur, I provide efficient marketing solutions that get your concept seen and heard by the public. Your business project will be in the hands of an experienced marketing professional that facilitates further expansion and continued success with a personal touch. With my ability to create and manage marketing projects, you will have the ability to operate more efficiently with increased exposure.

Throughout my 20-year career, I have provided brand writing and creative marketing services for music entertainers and small businesses. Starting as a singer-songwriter-performer, I later founded a not-for-profit organization around music, literacy, and the arts. Experience ranges from promoting Grammy award-winning artists Common, Rhymefest, and Wu-Tang Clan, to promoting various unsigned entertainers. It has been a pleasure to establish successful campaigns for Coca-Cola, and partnerships with companies like South Side Food Co-op. I create ongoing fundraising and sponsorship opportunities for CORE Music Foundation (not-for-profit), and own Wide View Publishing, a company that publishes music, books, and media. Professional affiliations include membership in the American Society of Composers, Authors, and Publishers, the National Writers Union and International Federation of Journalists, the American Marketing Association, and the National Society of Leadership And Success.

As a professional, I aim to bring my creative mindset to challenging projects, make a meaningful difference, and help drive success. I am a creative marketing professional with exceptional experience in digital storytelling, marketing campaigns, marketing plans, and expanding brand reach. Don't hesitate to contact me.

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# EDUCATION

1995-1999

Columbia College Chicago  
B.A. Degree  
Management

1

Arts, Entertainment & Media  
Management, concentration.

2011-2012

North Park University  
Graduate Certificate  
Fundraising Management

2

School of Business & Non-profit  
Management, MBA program.

2016-2017

Full Sail University  
Graduate Certificate  
Internet Marketing

3

Digital Marketing, Graduate  
Certificate program.

2020-2021

Southern New Hampshire Univ.  
M.S. Degree  
Marketing

4

School of Business, Graduate  
Marketing Degree program.

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## EXPERIENCE

1996-Pres

C.O.R.E., Inc.

Owner & Principal

Marketing and promoting brand awareness for good entertainers, and businesses.

1996-Pres

Wide View Publishing

Writer, Editor, Publisher

Writing, content creation, website building, design, music, books, and media.

1999-Pres

Freelance

Writer and Photographer

Writing articles, press releases, biographies, one-sheets and taking photos for print media.

2005-Pres

CORE Music Foundation

Executive Director

Initiated and grew the not-for-profit business from concept to viable 501(c)(3) organization.

2006-Pres

Freelance

Event Producer / Stage Manager

Stage Manager and Production Director for various concerts and cultural events.

2011-Pres

RedHotRadio.FM

Internet Radio Station Director

Founder and developer of Variety internet radio station & media platform.

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# PROFESSIONAL

## SKILLS

### MARKETING

#### AMA PROFESSIONAL CERTIFIED MARKETER



Marketing Strategy, Global, Ethical & Sustainable Marketing, Managing Information Insights, Buyers & Markets, Product & Service, Manage Price Decisions, Deliver Value, Communications.

### MUSIC

#### MUSIC INDUSTRY PROFESSIONAL



Promote Artist, Promote Brands, Concerts & Showcasing, Copyrights, Contracts, Publishing, Negotiations, Consulting, Songwriting, Recording, Producing, Mentorship, and Artist Advocacy.

### EVENTS

#### PRODUCTION & EVENT MANAGEMENT



Stage Management, Production Management, Production Director, Talent Recruitment, Concert Promotion, Event Management, Lighting Concepts, Live Sound Reinforcement.

### CAMPAIGNS

#### CAMPAIGN DEVELOPMENT & LEADERSHIP



Consultation, Research, Goal Setting, Personas, Segmentation, Campaign Planning, Action Plan, Operations, Execution, Metrics & Performance Tracking, Assessments & Reports.

### CONTENT

#### CONTENT CREATION & PUBLISHING



Social Media Marketing, Content Writing & Marketing - Articles, Print, Press Release / Business Writing, Audio & Video Production, Adobe Creative Suite, Microsoft Office, Publishing.

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# COVER LETTER

Hello,

As an AMA, Professional Certified Marketer, and Music Business Consultant, I bring a unique combination of strengths to small businesses and the music industry. I am very excited to freelance and remote contract marketing initiatives to support business success for musicians, entertainers, public speakers, and small businesses in all areas of marketing, including branding, using music, events, media, social media and print.

My varied experiences have trained me to drive success to any project that I lead. With a Master of Science Degree in Marketing, and A Bachelor of Arts Degree in Management with a concentration in Arts, Entertainment, and Media Management, I have shared many valuable experiences that range from working with Grammy award-winning artists to marketing community projects and start-up businesses.

Thank you for taking the time to review my resume. Please give me a call this week. I would love to discuss doing business with you. My contact information is at the bottom of the page.

Sincerely,

*Yakira Levi*

**Yakira Levi**

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## REFERENCE

1

**Brent Jones**  
Photojournalist

Brent Jones, International Photojournalist, retired photographer for Chicago Sun-Times.

2

**Katara Patton**  
Editor

Katara Patton, Newspaper Editor from Chicago Defender newspaper.

3

**Patrick Woodtor**  
Festival Curator

Patrick Woodtor, Co-Founder and Curator of The Annual African Festival of The Arts.

4

**Greg Murray**  
Radio Personality

Greg Murray, radio personality and retired program director of B96 radio station.

5

**Charles Knippen**  
NSLS President

Charles Knippen, President of The National Society of Leadership and Success.

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# PORTFOLIO

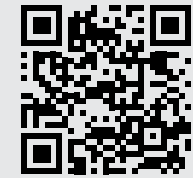
## Jamie's Floral Delights

[Integrated Marketing Portfolio](#)



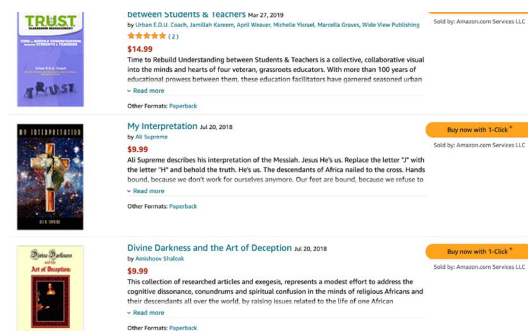
## CORE Music Foundation

[Development & Content](#)



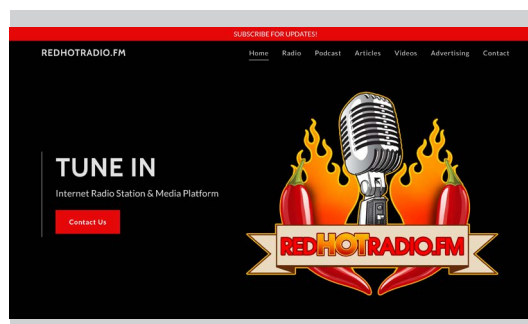
## Wide View Publishing

[Published Books](#)



## RedHotRadio.FM Media

[Development & Content](#)



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**Thanks**

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