

Jaki Levy

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EDUCATION

New York University

Tisch School of the Arts, Interactive Telecommunications Program, Masters (2005–2007)

Gallatin School of Individualized Study, B.A. (2000–2003)

Tisch School of the Arts, Drama (1998–2000)

AWARDS

Ideablob Winner (2007)

Grant Recipient for mtvU's Digital Incubator (2006)

Shortlisted for Best Newcomer in Edinburgh Fringe Festival (2005)

Excellence in Leadership and Service, NYU-Tisch (2002)

Advanced to Semifinals with APC Rhythm in National A-Capella Competition (2001)

MARKETING EXPERIENCE

:: ONLINE MARKETING

Online Marketing Director for Bikram Yoga Union Square

Design, Produce, and Customize blogs for individuals and businesses

Email Newsletter Production, Online Marketing, Search Marketing, Event Marketing

Social Media Consultant for online audience development

:: **Tour Manager** – Verizon Wireless “Working for You” Tour

[AMP Agency](#)

Managed all aspects of tour including **client contact**, **event reporting**, and expense reports

Educated consumers and employees about new cell phone applications and functions

Drove over 30,000 miles making over **3,000,000 impressions**

:: **Local Market Manager** – eBay Holiday Promotion

[IGNITION, INC.](#)

Increased holiday sales for eBay by 5%

Among **Top 5** street teams in the nation

Attained 9.5% redemption rate for promotion – over **three times** national average

Produced detailed, **top-notch event recap**

Trained, managed, and coached local staff on an on-going basis

Maintained inventory

:: **Local Manager** – [VERIZON Wireless Concert Series Tour](#)

[EVENT PRO STRATEGIES](#)

Coordinated schedule for street team promotion

Took outrageous [pictures](#) with Samsung's A70 phone and uploaded them to site

:: **Product Demonstrator for AVIC N-1**

[IGNITION, INC.](#)

Boosted holiday sales of Pioneer's Navigation Systems in Circuit City

Attended 2 day training seminar for Navigation System

Set up product display in Circuit City

Completed **event recap** after every event

MULTIMEDIA EXPERIENCE

:: **Misnomer Dance Theater** :: www.misnomer.org/blog

Director of New Media

January 2007 – current

Dramatically Increased web traffic and online presence across social networks

Produced extensive online initiative to document dance company's work

Developed marketing standards for research and metrics

Created online curriculum for artists

Led national workshops, talks, and panels

Taught dancers and artists how to post photos & video using Wordpress

HTML, CSS, PHP, MYSQL, FINAL CUT PRO, PHOTOSHOP

:: **Snagu.com** :: www.snagu.com

January 2006 – September 2007

A mobile scavenger hunt where the right answers are the most interesting ones

Digital Incubator Grant Recipient – mtvU

Worked with group of 4 to develop rules, use case scenarios, and game play

PHP, MYSQL

:: **Street Story** :: www.streetstory.org

January 2006 – current

A project in Location Based Narrative

Presented project at Yahoo Design Expo 2007

ASTERISK, PHP, MYSQL

:: **Constellation – RFID Wayfinder** ::

January 2006 – May 2006

Navigation System for the Blind

Developed fully functioning prototype and whitepaper

Uses a system of RFID tags, Bluetooth, and Text-to-Speech Software

PYTHON, PICBASIC PRO, MAX/MSP

:: **NYU-TV – Segment Producer** ::

September 2005 – January 2006

Shot, produced, edited, and wrote video segments for NYU-TV

Developed original series to promote events and campus life at NYU

FINAL CUT PRO

:: **Freelance/Contract Web Design** ::

RECENT WORDPRESS WORK :

Misnomer Dance : <http://www.misnomer.org/blog>

East Village Boys : <http://www.eastvillageboys.com/>

New Learning Playbook : <http://newlearningplaybook.com/>

Bikram Yoga Union Square : <http://www.bikramyogaunionsquare.com/blog>

:: **IN PROGRESS**

Elite Wealth Management : <http://www.elitewm.com/test>

Time Lapse Dance : <http://www.timelapsedance.com/blog>

Body Project NYC : <http://www.bodyprojectnyc.com/>

VIDEO WORK

<http://www.jakilevy.com/video>

Naqoyqatsi	<i>Sound Intern for Philip Glass Qatsi Productions</i>
Time Lapses	<i>Production Coordinator + Video Editor Ralph Lauren</i>
Media Madness	<i>Video Projection Designer/Editor The Kitchen</i>
Mutiny!	<i>Producer/Co-writer Fly By Nyte</i>
East Village Poverty	<i>Editor Fly By Nyte Productions</i>
Resolution – Feature Length	<i>Producer/Editor Fly By Nyte Productions</i>
Dada has no theory!	<i>Editor Fly By Nyte Productions</i>
Orphan on G-d’s Highway	<i>Video Designer/Editor LaMaMa Annex</i>
I Dance	<i>Video Designer/Editor NYC Fringe Festival</i>
It’s About Time	<i>Video Designer Chocolate Factory</i>
Fallen Patriots	<i>Slide Projection Designer NYC Fringe Festival</i>

TEACHING EXPERIENCE

<http://www.jakilevy.com/teaching>

:: The Field

October 2007, Spring 2008

Led Workshop entitled Strategies for Online Outreach

Developed individual strategies for a working web presence

:: Vision Education (VEMNY)

January 2006 – current

Taught High School students how to shoot, edit, and publish video for the web

Worked with Middle School Students in Dreamweaver

Taught Windows Movie Maker and Wordpress

ADDITIONAL EXPERIENCE

:: Extensive Production Experience

Lighting Designer for Theater

Multimedia Designer (video projections)

Video Production Experience – NYU-TV segment producer

10 years of Acting, Directing, and Improv Comedy experience

SKILLS

Final cut, Dreamweaver, Photoshop, HTML, CSS, PHP, MYSQL, SMS/MMS Platforms, Video Encoding, Online marketing, Strategy and Implementation, Project Management

Languages: Spanish – *Advanced*; Portuguese – *Intermediate*; Hebrew – *Intermediate*