

Marni Levy

MARNIL58@GMAIL.COM • (908) 415-8951

EXPERIENCE: Brand Consultant, March 2011 to June 2011

TATTOO Brand Strategy, San Francisco, California

- Worked with clients such as CNN and MasterCard on global consumer initiatives.
- Prepared project materials using PowerPoint, editing video in FinalCutPro, researching consumer behavior/global market overview, organizing data.
- Developed questionnaire screeners/discussion guides for interviews.
- Conducted fieldwork/interviews via telephone and Skype, to gain relevant consumer insights.

Sales Associate, February 2010 to October 2010

Imperial Moving, New York, New York

- Responsible for generating sales using internet and telephone communication.
- Negotiated pricing and made on-the-spot decisions to close sales in fast-paced environment.
- Multi-tasked answering phones, emails, sending faxes, providing excellent customer service.

Designer, November 2008 to December 2009

Projects In Knowledge, Little Falls, New Jersey

- Assisted with website management and updates.
- Responsible for designing graphics and animation website banners using Adobe Flash.
- Designed syllabi, posters, and other promotional content using Adobe Creative Suite.

Marketing and Ad Sales Intern, June 2008 to September 2008

Relix Magazine/Global Rhythm Magazine/Zenbu Media, New York, New York

- Conducted market research for advertising leads related to World Music and lifestyle.
- Networked through publications' My Space pages and organized contacts using Excel.
- Sold/marketed publications on-site at mobile locations.
- Collaborated with Marketing Director creating marketing tactics for the magazine and website based on target audience and market research.

Creative Marketing Intern, January 2008 to April 2008

The Marketing Department, Sydney, Australia

- Participated in brainstorming sessions with directors devising marketing solutions for clients' specific needs.
- Developed and pitched creative solutions for incentive programs, retail staff training programs, consumer promotions and POS in-store promotions.
- Compiled elements for pre-production including demographic research, stock photography, designing mock-ups, and writing/editing copy.

**ACTIVITIES/
HONORS:**

- Volunteer in Valley of Peace, Belize, Global Routes Community Service Program
- Freelance graphic designer
- Current volunteer, Pets are Wonder Support (PAWS): non-profit group that helps improve the quality of life for persons with HIV
- Bushwick Boat event planner and designer

**COMPUTER
PROFICIENCY:**

- Proficiency with Microsoft PowerPoint, Excel, Outlook
- Proficiency with Adobe Creative Suite
- Proficient with Mac and PC platforms

EDUCATION: Bachelor of Science in Communication, May 2008

Boston University, Boston, Massachusetts

Concentration in Advertising, Extended study in Anthropology