

ZACHARY LEVINE

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Dynamic and creative Senior Copywriter with extensive experience in marketing, product, and advertising.

WORK EXPERIENCE

The Motley Fool

Senior Copywriter

New York, NY

Mar 2021 - Present

- Orchestrate multi-million dollar digital email and video marketing campaigns to acquire new members.
- Project manage and write current member engagement campaigns that educate about the stock market.
- Direct and oversee the artistic design of visual graphics for both acquisition purposes and educational materials.
- Lead the development of A.I. (LLM) prompt capabilities across multiple content mediums and services.

The CE Shop

Senior Copywriter

Denver, CO

Mar 2019 - Mar 2021

- Created diverse sales, email, blog, video, and advertising content for a leading real estate EdTech company.
- Mentored and helped manage junior copywriters in creating relevant state-based real estate content.
- Executed advertising strategy and headlines targeting prospective agents at the national and state level.

Flint & Steel, Copywriter

Copywriter

Copywriter Intern

New York, NY

Jan 2018 - Dec 2018

Summer 2017

- Developed national advertising campaigns, including broadcasted commercials, for Topps, MLBPA, and WowWee.
- Wrote and produced branded partnership video scripts featuring up-and-coming Major League Baseball players.
- Crafted and oversaw social media strategies and content creation for client brands and partnerships.

FanDuel

Junior Copywriter

New York, NY

Aug 2017 - Dec 2017

- Supported national customer retention promotions for the fantasy sports and betting conglomerate.
- Designed marketing campaigns targeting former customers through SnapChat and Instagram ads.
- Constructed headline-driven digital adverts and cold email promotions reaching potential new members.

Wells Fargo

Financial Advisor

Palm Beach, FL

May 2014 - Jan 2015

EDUCATION

Emory University, Goizueta Business School

Bachelor of Business Administration, Finance and Marketing

Atlanta, GA

Fall 2009 – Spring 2013

The Creative Circus

Copywriting and Advertising

Atlanta, GA

Spring 2015 – Spring 2017

SKILLS, INTERESTS, AND FUN FACTS

Skills: Email / Video / Blog / Project Management / Strategy / ChatGPT Prompt Scaling (Content) / Series 7 & 66

Interests: Golfing / Running / Eating / Writing Fiction / Critiquing Television / Laundry / Cleaning

Fun Facts: Former Craft Beer Bar Owner (The Crafted Keg), Former NFT Founder (Mr. Gambler)