

Joshua K. Levine

Copywriter & Creative Director

310 • 991 • 0181
joshua@jklevine.com
jklevine.com

SUMMARY / OBJECTIVE

- A results-driven creative marketing lead for both agencies and in-house teams.
- I'm propelled by over two decades of copywriting, data analysis, and SEO/SEM expertise to craft and execute integrated campaigns across digital, social, broadcast, and experiential platforms.
- What revs my engines? Strategy, vision, and forging links between brands and their audiences.

EXPERIENCE

2020 – 2023

XPERI, Calabasas, CA

Senior Marketing Manager

- Powered B2B & B2C strategy and creative for DTS, HD Radio, IMAX Enhanced, and TiVo.
- Devoured data, set brands' voice, empowered cross-functional collaboration, and amplified SEO to bring double-digit percentage increases in traffic, average session durations, and conversions.

2016 – 2020

TIVO, Burbank, CA

Senior Marketing Manager

- Evolved the brand narrative for this B2B & B2C technology corporation's next identity.
- Developed enhanced messaging, sculpted multiple audience-specific voices, and directed campaign creative to transform brand perception for a 10x sales surge.

2013 – 2016

ROVI, Burbank, CA

Copywriter & Producer

- Spearheaded innovative campaigns for the world's leading content discovery corporation.
- Produced and edited promotional video, transformed techno-babble into captivating copy, and brought problem solving and conceptual thinking into the universe of interactive program guides.

2010 – 2013

FREELANCE WONDER, Los Angeles & San Francisco, CA, Las Vegas, NV

Copywriter, Producer & Director

- Produced and directed A/V shoots, social campaigns, promos, experiential installations, etc.
- Partnered with Sony Pictures, Disney/ABC, NBC Universal, Discovery, Bank of the West, Airbnb, Trailer Park, and many others.

2007 – 2010

NEW WAVE ENTERTAINMENT, Burbank, CA

Associate Creative Director

- Led a cross-functional advertising and marketing A/V team under lightning-fast deadlines.
- Delivered big ideas, executed on-target creative and on-time delivery, and optimized client satisfaction for Disney/ABC, Warner Bros., FOX, and OWN.

2004 – 2007

GOODSPOT, Santa Monica, CA

Creative Director

- Sharpened my storytelling chops while doing it all at this supercharged advertising agency.
- Doubled the company's revenue while supervising editorial, copy, design, production, Friday donuts, and the smiles of clients including Sony, New Line, Lionsgate, KingWorld, and Summit.

EDUCATION

Northwestern University, Evanston, IL

- BS in Radio, Television, and Film

Antioch University, Culver City, CA

- MFA in Creative Writing (in progress)

