

Andrea Levin

 aerdna.nivel@gmail.com

 [linkedin.com/in/aerdnanivel](https://www.linkedin.com/in/aerdnanivel)

 <http://www.andrealevin.com>

Summary

Emmy/Clio award-winning comedy writer turned marketing copywriter. Over 15 years experience in all aspects of media from web to television, including social media marketing, web content writing and promos.

Experience

Founder

Making Shit Up

Jan 2022 - Present (1 year 6 months)

Making Shit Up, founded in 1912, is a creative services company offering branding, digital design, copywriting and creative conceiving. The only creative services company endorsed by both King Charles III AND Eleanor Roosevelt.

Creative/Copywriter

GreenLight Media & Marketing

Oct 2015 - Sep 2020 (5 years)

Worked on all aspects of campaigns from conception to completion including copywriting, digital design, scripts and production.

Clients: Central Perk Coffee, Google Pixel, Waymo (Formerly Google's Self-Driving Car), SierraNevada, Spotify, Ultimate Ears Wireless Speakers

Producer/ Writer: CBS The Talk

CBS Studios

Feb 2011 - Aug 2015 (4 years 7 months)

- Developed, wrote and produced live and taped comedy sketches based on trending pop culture news for live daily talk show.
- Daily producer for hosts and special guests.
- Developed product integration segments.

Writer/Producer

Warner Bros. Entertainment

Oct 2007 - Sep 2010 (3 years)

Wrote and produced comedy and editorial content for award-winning website, momlogic.com.

- Wrote, directed and produced comedy video segments.
- Worked with sales team to create video product integration campaigns.

Staff Writer

The Ellen DeGeneres Show

Jan 2003 - Oct 2003 (10 months)

- Produced comedy monologues, segments, remote pieces.
- Developed, wrote and produced content for www.ellendegeneres.com
- Collaborated with Ellen on her book, "The Funny Thing Is..."
- Wrote segments for Ellen's talk show appearances, including The Tonight Show and Ryan Seacrest.



Art Director

Post Communications

May 1999 - Jan 2003 (3 years 9 months)

Designed online marketing programs using Adobe Photoshop, Adobe Illustrator. Regularly contributed to copywriting, content development, and marketing strategy with emphasis on a positive end-user experience. In charge of creative direction on behalf of Fortune 500 clients such as 3Com, and Kraft. Worked closely with clients, account managers, and production developers to insure that designs meet all branding and HTML considerations.

Education



San Francisco State University BA, Theater Arts

1986 - 1989

Skills

Graphic Design • Versatile Writer • Email Marketing • Social Media • Television • Entertainment • Creative Direction • Comedy • Advertising • Web Design

Honors & Awards



Music Marketing - The Clio Awards

Jun 2019

Google Hardware, Pixel 3 Experience, Shortlist
Copywriter, Greenlight Media and Marketing



Brand and Artist Collaboration Integrated Campaign - The Clio Awards

Mar 2018

Hilton Worldwide, Music Happens Here Spotify series
Copywriter, Greenlight Media & Marketing



Daytime Emmy Award - Academy of Television Arts & Sciences

Apr 2016

Outstanding Special Class Writing, CBS, The Talk



Daytime Emmy Award - Academy of Television Arts & Sciences

Apr 2015

Outstanding Talk Show Entertainment, CBS, The Talk