



CHINA EDAN LEVY

MEDIA MAVEN, COMMUNITY MANAGER & HOT SAUCE ENTHUSIAST

✉ china@chinawrites.com 🌐 @chinaelevy 📷 @chinawrites 📁 in/chinadavis

EDUCATION

Bachelor of Arts, English
Northwestern University 2010

SKILLS

Organization, project management, scheduling, customer service/client relations, communications

PROFICIENCIES

Microsoft Office Suite, Adobe Suite, Hootsuite, MailChimp, Marketing Cloud, Google Analytics, WordPress, AP style

RELEVANT WORK

Community Engagement Coordinator
The Seattle Times
April 2016 - Present
Seattle, Washington

Drafts, edits and proofreads press releases, flyers and marketing copy. Responds to media inquiries. Maintains press and community contact lists. Maintains Seattle Times Press Room site. Submits marketing briefs for creative assets and coordinates workflow. Manages distribution of community engagement emails. Develops and leads social media campaigns for events and outreach initiatives. Produces Seattle Times events. Leads media coaching sessions. Performs outreach to develop partnerships for content promotion. Monitors mentions of The Seattle Times. Generates newsletter interaction, press and marketing reports. Manages Public Affairs department budget.

Public Relations Lead
University Book Store
November 2015 - April 2016
Seattle, Washington

Penned and submitted all press releases and pitches for University Book Store. Crafted social media content. Coordinated events coverage and interviews with Events Management Team and publicists. Fielded interview requests and prepared answers for executives. Developed and implemented crises communications plans. Prepared press coverage and social engagement reports.

Legal Assistant, Marketing
Terrell Marshall Law Group PLLC
February 2015 - April 2016
Seattle, Washington

Strategized client recruitment efforts. Wrote blog copy and case summaries for firm website. Investigated prospective cases. Fielded case status inquiries. Executed marketing campaigns. Proofed letters and court filings.

General Manager
Chaco Canyon Organic Café
July 2011 - March 2015
Seattle, Washington

Managed customer, worker and vendor relationships. Hired, trained, coached and reviewed staff. Created budgets and schedules. Wrote newsletters, manuals, forms and copy. Coordinated and promoted café events. Spearheaded marketing campaigns for events and products. Conducted meetings. Established and implemented policies and procedures.