

terry levine

What I do best.

Working collaboratively with creative, marketing and strategic professionals, my primary goal is to help communicate stakeholders' messages in original, concise and compelling ways – via digital, direct, mass and social media.

Who I am and what I offer.

- Two decades' experience in journalism, politics, corporate communications and advertising, including 14 years as an award-winning copywriter in direct response, print, broadcast, digital and social.
- A thinker with the proven ability to grasp core strategic challenges, and a doer who can develop the appropriate communications responses.
- Strong communication skills with a firm grasp of high-level marketing concepts.
- Detail-oriented and well organized, with strong ownership of tasks and the ability to manage and complete them on time and on budget.
- A passion for the written word.

What I've done.

Advertising copywriter, 1996 – present

A seasoned copywriter specializing in digital, direct response and social marketing, I've crafted award-winning creative and developed persuasive strategies in all media for leading Canadian advertising agencies and for a variety of companies, including Apple, AT&T, BMO, Canada Post, CIBC, Dairy Queen, HP, IBM, Jaguar, Kraft, Land Rover, Laurentian Bank/B2B Trust, LoyaltyOne, Money School Canada, Purolator, RBC, Region of Peel, Rogers, Royal Canadian Mint, Samsung, Staples, Sunoco and Wyeth.

Most recently, as Creative Group Head, I played a leading role in crafting successful new business pitches and client presentations as well as overseeing and mentoring junior writers and art directors.

- **Levity Ink** (freelance), 2002 – present
- **Wunderman**, 1998 – 1999, 2005 – 2010
- **Publicis Dialog**, 2004 – 2005
- **Grey Worldwide**, 2002
- **Arnold Brand Response**, 1999 – 2002
- **The Cohen Group**, 1996 – 1998

Marketing communications writer, 1995 – 1996

As **copywriter for STS Systems**, a leading retail software developer, I researched, developed and contributed to the production of a quarterly marketing publication, a corporate website and a variety of other advertising and public relations initiatives that increased awareness of STS products and achievements.

Political writer and strategist, 1992 – 1995, 2004 – 2006

As **political attaché to the Leader of the Equality Party and Member of the Quebec National Assembly**, I was chiefly responsible for developing and implementing a host of communications strategies that increased the Member's visibility and facilitated fundraising. Work included speech writing, opposition research, riding and party public relations, media relations in French and English, campaign fundraising and assorted communications materials.

As a **communications consultant to the Green Party of Canada**, I helped the party leader hone his message to help raise his profile and increase his effectiveness with the national media. I also worked on a variety of party communications, writing campaign brochures, radio spots and print advertising.

Journalist, 1990 – 1992

As a reporter for the Suburban Newspapers in Montreal, I pitched, wrote and proofread a range of news and public affairs features covering municipal issues, provincial politics and the arts.

Education.

Graduate Diploma, Journalism, Concordia University, 1990 - 1991

Bachelor of Science, Anatomy and Histology, McGill University, 1987 - 1990

Etc.

Interests: History, politics and public affairs, blogging, interior and urban design, weight-training, rowing, volleyball.

Languages: Fluently bilingual in English and French.

Portfolio and references: Selected work at terrylevine.com. References at ca.linkedin.com/in/terrylevine.