

AMELIA LEVIN

3543 N. BOSWORTH AVE. UNIT A • CHICAGO, IL 60657 • PHONE (312) 445-9335 •
AMELIA@AMELIALEVIN.COM
WWW.AMELIALEVIN.COM

SUMMARY

Writer, editor, certified chef and cookbook author with training and experience in food writing, hard news reporting, business journalism, magazine writing and editing, web content development, marketing and communications, and recipe development.

EXPERIENCE

January 2004 – Present **www.AmeliaLevin.com** **Chicago, Illinois**

Freelance Writer, Recipe Developer

- Contribute food, dining, restaurant and nightlife articles to various consumer and business trade publications. Work has appeared in outlets such as the *Chicago Tribune*, *Chicago Sun-Times*, *Edible Chicago* magazine, *Restaurant Startup & Growth*, *Foodservice Equipment & Supplies*, *Nightclub & Bar*, and others.
- Develop and test recipes for editorial outlets and cookbooks as well as chefs, companies and other clients. Author cookbooks and other food-related and travel books. Portfolio includes *Chicago Chefs Table* (Amelia Levin, Globe Pequot, 2012); *Cooking Light: Fresh Food Fast Weeknight Meals* (Oxmoor House, 2010), the American Heart Association, and the City of Chicago Convention and Tourism Visitor's Guide (2010, 2011).
- Write e-newsletters, press releases, brochures, website copy, marketing and communications copy, research reports, white papers and other business material for clients. Develop and execute media outreach strategies for clients, including pitching calendars and media lists.
- Setup and manage social media profiles and accounts on LinkedIn, Facebook and Twitter for clients. Create and ghostwrite blogs, articles, newsletters and books.

January 2006 – April 2010 **Reed Business Information** **Oak Brook, Illinois**

Senior Associate Editor – Food & Hospitality Group (Foodservice Equipment & Supplies, Restaurants & Institutions, HOTELS, Chain Leader)

- Work with the chief editor to determine editorial direction of the magazine; prepare editorial calendars for print publication and e-newsletters.
- Write, post, and manage all exclusive content and e-newsletters for the magazine's website: <http://www.fesmag.com/>. Determined the content structure for one monthly e-newsletter and write all copy for it; grew reader base from 0 to 15,000+ subscribers in the first year of circulation. Use Adobe Photoshop to enhance and edit photos for print and the web.
- Designed a website template using RBI's proprietary content management system to help reorganize product information and break up complex articles into multiple content formats with multimedia.
- Helped determine strategies for enhancing click-through rate and improved SEO by

using web analytic software and Google tools.

- Contributed to staff blog and launched the magazine's social media presence on Twitter, Facebook and LinkedIn to connect with readers, drive web traffic and "market" the magazine. Spoke on this topic during a telecast for one industry association.
- Proposed webcast ideas and assisted the chief editor in rounding up speakers and marketing the online product.
- Brought in at least 100 sources for feature and opinion pieces, contest participants and award nominees as well as potential advertisers through effective networking at industry conferences and trade shows.
- Designed and created a new section for the magazine, Trends & Tidbits, a photo-heavy department at the front of the book outlining industry trends.

Associate Editor – Foodservice Equipment & Supplies magazine (promoted in October 2007)

- Interview executives and professionals throughout the foodservice equipment supply chain including manufacturers, dealers, sales reps, kitchen designers and foodservice/restaurant operators for feature articles.
- Report on the foodservice industry and write the news and trends sections for each of the 12 monthly and supplemental print issues.

2003 – 2005 **Chicago Tribune** **Chicago, Illinois**
Reporter, Editor – City News Service

- Wrote breaking news stories that were featured in the Chicago Tribune, on all local radio and television stations including NBC, ABC, CBS, WGN, and nationally on CNN.
- Covered various beats including police, courts, and city politics; selected out of a group of reporters to cover Mayor Richard M. Daley's activities.
- Filed hundreds of 400 to 800-word stories under 24/7 deadlines.
- Promoted to partial desk editor in 2004; managed a group of 4 to 5 reporters at a time, edited and produced copy and handled phone calls from clients.

2002 – 2003 **Jenner & Block** **Chicago, Illinois**
Legal Assistant

- Assisted litigation attorneys with document production, filings, deposition preparation, exhibit lists, memo/brief writing and other trial preparation.

EDUCATION

University of Michigan **Ann Arbor, Michigan**
Bachelor of Arts in English and Psychology, 3.5/4.0 G.P.A.

- Studied literature and painting at University College London, 2000

CERTIFICATIONS & AWARDS

- Certified Chef (CC), Kendall College **Chicago, Illinois**
- Greenbriar Food Writers Symposium, Honorable Mention

- American Society of Business Publication Editors, Azbee Awards, Gold & Bronze

PROFESSIONAL ASSOCIATIONS & DESIGNATIONS

- International Foodservice Editorial Council, Secretary/Board Member
- International Association of Culinary Professionals, Food Writers Section Chair

COMPUTER/ONLINE SKILLS

Microsoft Office; Adobe InCopy, InDesign, and Photoshop; DREAMmail; CCI Editorial Newsdesk; Blogging software (Wordpress); Webanalytics; Facebook, Twitter, LinkedIn.