

Yael Tarazi Levi

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EDUCATION

Boston University, Boston, MA May 2026 Expected
Bachelor of Science in Advertising | College of Communication
Cumulative GPA: 3.68
Recipient of Victory Scholarship | Victory Scholarship Program

EXPERIENCE

AdClub | Boston University, Boston, MA Fall 2023
Art Director

- Spearheaded art direction and developed a creative video campaign for client IcyGlam, including content recording and video production.

AdClub | Boston University, Boston, MA Spring 2023
Junior Varsity AdClub

- Actively participated in club activities and contributed to team projects as an Art Director.

LYT Candles | Panama, PA Summer 2022
Co-founder

- Launched a successful scented candle business, overseeing product creation, brand development, marketing, and sales, generating over \$10,000 in two months.

Gourmet Imports | Panama, PA Feb-Jun 2022
Community Manager

- Cultivated a distinctive brand identity and managed social media strategy, resulting in increased sales and customer engagement.

StandPoint Podcast | Remote Feb 2024 - Present
Social Media Manager/ Graphic Designer

- Managed design and promotion for a high-profile podcast, with Gabriel Groisman, the former Mayor of Bal Harbour, FL. Enhanced visibility and audience growth through strategic social media campaigns.

Untyld Creative Studios | Freelance Jan 2022-Present
Owner

- Delivered comprehensive branding and graphic design services for diverse clients including full-time management of CampLisaTravels' social media, contributing to significant growth.

Frescomare | Panama, PA Fall 2022
Intern

- Played a pivotal role in account management, ensuring seamless operational workflows and enhancing client satisfaction.
- Demonstrated expertise in sales management by effectively overseeing order processes, from receipt to fulfillment, optimizing the sales cycle efficiency.
- Innovated and launched a new brand identity and packaging design, rejuvenating the brand image and market appeal.

LEADERSHIP & ACTIVITIES

Tnuat Noar Macabi B Panama, Panama, PA Fall 2019
Leader of Marketing Committee

- Directed the marketing committee, crafting compelling visuals and managing social media presence to promote youth group activities.

SKILLS

Technical:
Language: Spanish (Native), Hebrew (Working Proficiency)

AWARDS AND CERTIFICATES

Dean's List (Issued by Boston University) May 2023 - Present