

ADINA LEVIN

Eligible to work in the U.S. & E.U. | Based in Barcelona | Born October 4, 1989 (Chicago)
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EDUCATION

Columbia University

New York, United States, 2007–2011
Bachelor's Degree, Economics-Statistics
& Hispanic Studies, Magna Cum Laude

School of Visual Arts (SVA)

New York, United States, 2015–2016
Continuing education classes in intermediate
graphic design & voiceover

Universitat Autònoma de Barcelona

Barcelona, Spain, 2021–2023
Master's Degree in Territorial Studies
& Urban Planning, Department Honors

SKILLS

Languages

English (native), Catalan (C1) & Spanish (C1)

Technical

- Comms: Slack, Asana, G-Suite, Wordpress, Salesforce, MailChimp
- Design: Canva, Figma, Adobe Photoshop, InDesign & Illustrator
- Audiovisual: GarageBand, Audacity
- Mapping: QGIS, ArcGIS, GeoDa
- Other: Google Analytics, Atlas.ti

Other Activities

- Board member & lay leader at Bet Shalom Comunitat Jueva de Barcelona (part of the World Union for Reformed Judaism)
- 10% of income donated to charities that reduce global poverty & illness via Ayuda Efectiva (Giving What We Can España)
- Volunteer at Effective Altruism for Jews
- Member of Barcelona Global
- Founding Member of Generalist World

PROFESSIONAL EXPERIENCE

Copywriter & Editor (Self-employed) 2016–Present
Develop original copy & refresh existing content. Ongoing clients: **Aon/CoverWallet**, digital platform for business insurance; **ELISAVA**, teach copywriting to master's students; **EIT Urban Mobility**, promote EU-cofunded online courses; **NOBA**, prototypes from Fortune 500 companies; **Plantific**, ISO-certified edtech company.

Voiceover & Presenter (Freelance) 2016–Present
Record promotional videos & interviews. Featured on: Columbia University, Fordham University, The RealReal (large fashion consignment service), Volvic (natural mineral water), interVeu (AI-powered edtech tool).

Copywriter, Breakout Experiences (Freelance)
2020–2021 Wrote content for virtual & hybrid events at companies like Duolingo, CapitalOne & Google.

Senior Specialist, Business Development
Aurora Cannabis, Aurora Medicine España (Barcelona)
2019–2020 Market research, lobbying & communications for one of the largest cannabis companies in the world.

Associate Director, Marketing, Columbia College Alumni, Columbia University (NY) 2016–2018
Wrote, designed & managed content for alumni of my alma mater, a global community of 50K+ people.

Copywriter, Serino Coyne *An Omnicom Group* (NY)
2011–2016 Developed campaigns for the biggest shows on Broadway, like Mamma Mia & Phantom of the Opera, plus Lincoln Center & The Met Opera.

Executive Director, Catalan Institute of America (NY)
2014–2015 Managed all comms; 20% membership increase; organized events for 15-500 people.

Creative & Account Services Intern, Situation (NY)
2009–2011 Wrote the first-ever social media content for Broadway shows like The Lion King.