



Diana Kelly Levey

Writer. Editor. Content Strategist.

CONTACT

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EDUCATION

Rutgers University
 New Brunswick, NJ
 Dual B.A. degrees in Journalism and Anthropology

SKILLS

Article Writing	<div style="width: 90%;"></div>
SEO Writing	<div style="width: 85%;"></div>
Content Marketing Writing	<div style="width: 95%;"></div>
Copywriting	<div style="width: 90%;"></div>
Editing (Print & Digital)	<div style="width: 95%;"></div>
Digital Marketing	<div style="width: 80%;"></div>
Content Strategy	<div style="width: 90%;"></div>
Email Marketing	<div style="width: 75%;"></div>
e-Commerce Writing	<div style="width: 95%;"></div>
Ghostwriting	<div style="width: 90%;"></div>

TECHNICAL SKILLS

- Content Management Systems
- Drupal | Canva | Hootsuite | Figma
- Mailchimp | Aweber | Mailerlite
- Sailthru | Trello | Asana | Teachable
- Basecamp | Zapier | WordPress | Squarespace

WORK EXPERIENCE

Diana Kelly Levey, DKL Content Services Inc., January 2006 – Present
Writer, Blogger, Editor, Course Creator, Freelance Writing Coach

- Publishes weekly freelance writing blog, social media posts, LinkedIn posts, and articles and sends out a weekly newsletter.
- Writes and edits for the following niches: health, health care, beauty, lifestyle, fitness, weight loss, sleep, pet health, parenting, and personal finance.
- Creator of freelance writing courses on Teachable.
- eBook author and creator of digital downloads and PDFs on freelance topics.
- Quoted as a freelance expert on blogs, news outlets and interviewed on podcasts.

Client: GNC

Freelance Editor, Copywriter for The Amlani Group, January 2022 – June 2022

- Managed a small team of copywriters to write PDPs, landing page copy, social copy, articles, in-store signage, newsletter copy, and more.
- Executed the launch of GNC Routines by partnering with designers, UX designers, GNC's product and science team, marketing team, and project managers.

Client: Centennial Publishing

Freelance Editor-in-Chief of Special Interest Magazines, Spring 2018 – Winter 2020

- Spearheaded the launch of seven 100-page bookazines by creating a table of contents, assigning articles, and writing headlines, photo captions, and articles. Top-edited the entire magazine.
- Wrote *Your Perfect Diet Match: Which Plans Work Best for Your Body* (Simon & Schuster, 2020).

Client: Target 100, LizJosefsberg.com

Freelance Editor, Content Strategist, Copywriter, and Social Media Manager
May 2020 – September 2020

- Created a content strategy for blogs and social platforms.
- Spearheaded weekly email campaigns to promote blogs, webinars, courses, and new digital products.
- Managed content implementation for the launch of a weight loss course, landing pages, Facebook Ad copy, sales funnels, and more.

Client: FDNY Foundation

B2B Magazine Feature Writer, book author, December 2014 – January 2022

- Authored four books for the Foundation for the New York City Fire Department.
- Wrote 2,000-word length magazine cover story features for Pro EMS magazine quarterly.

PROFESSIONAL STAFF EXPERIENCE

MUSCLE & FITNESS MAGAZINE

Senior Online Editor (part-time), April 2014 – May 2017 New York, NY

BOOKISH.COM

Freelance Syndication Editorial Manager, April 2013 – January 2014 New York, NY

PREVENTION MAGAZINE

Senior Online Editor/Social Media Editor, January 2009 – February 2013 New York, NY

WEIGHTWATCHERS.COM

Associate Editor/Fitness Editor, January 2006 – January 2009 New York, NY

CLIENTS

- Bloomberg Businessweek, Wellness Pet, SoFi, Health, Real Simple,
- The Foundry, GNC, Muscle & Fitness, Target, SoFi, CareCredit,
- Nike, Chewy, Reader's Digest, Men's Health, ZipRecruiter
- SHAPE, MSN, USA Today, Parade, SleepNumber, Walgreens,
- Sanofi, NOOM, WW, Reebok, Gatorade, ESPN, and more.