

WENDY M. LEVY  
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## Résumé

The Cheese Snob 7/06 - present

Full-Service Independent Consultant to Wholesale, Retail, and Food-Service Outlets

- Writing/Education/Marketing for cheese-related establishments - producers, culinary schools, food-service, and wholesale and retail outlets. Advise retail cheese buyers on new product acquisition.
- Research/Writing/Marketing for on-line and print retail catalogues – food, apparel, housewares, et al.  
Clients: Zabar's, Inc. (Cheese Department, Mail Order Department), Formaggio Essex, Mark Bello

Zabar's, Inc. ~ New York City 1/06-7/06

Writer/Educator/Marketing, Cheese Department

- Research and write descriptions of 800+ cheeses, and other food items, for internal/customer use
- Create and maintain database for cheese and other food items
- Design and lay out posters and signs for in-store informational and promotional use
- Compose copy for website and other promotional text on deadline
- Advise web design team on structure of Zabar's on-line retail cheese store
- Photograph cheese for on-line retail cheese store
- Research, promote and teach five-month series of in-store cheese seminars, available to the public
- Develop, research, and teach on-site training seminars for cheese department
- Advise buyers on new product acquisition

Murray's Cheese ~ New York City 4/05-1/06

Head Copy Writer and Editor/Marketing

- Research and write descriptions of food and non-food items for internal/customer use
- Participate in weekly Tasting Panel – sample and analyze cheese and other foods
- Assist with research, writing, and editing of The Murray's Cheese Handbook, publication Oct. 06
- Compose copy for press releases, website, and other promotional text on deadline
- Research and write presenters' classroom notes for food-related educational seminars
- Design and lay out posters and signs for in-store informational and promotional use

WFMU radio station ~ Jersey City, NJ 7/03-Present

eBay Online Auction Coordinator/Marathon Fulfillment Assistant

Speciality Food/Cheese Sales ~ Vermont & NYC 3/95-4/05

Buyer/Manager/Marketing

- Customer service, retail & wholesale sales, special events planning
- Supervised & trained staff and volunteers
- Planned restaurant menus: cheese & accompaniments
- Created displays for departments & storefronts
- Marketed successful book signing with local author
- Researched/wrote/edited food-related marketing pieces

Clients: Upper Valley Food Co-op, Brattleboro Food Co-op, The Twilight Tea Lounge, Mocha Joe's Café, Putney Food Co-op, Provisions International, Coast Restaurant, Murray's Cheese

11/97-12/02

Radio Free Brattleboro  
Co-Founder/Outreach/On-Air Talent

Brattleboro, Vermont

Education

2004 Fiction Writing I - Gotham Writer's Workshop

NYC

2003 Institute for Culinary Education – Cheese Workshops

NYC

2000 Cooking/Baking With Valrhôna Chocolate

Vermont

1997 Marlboro College Bachelor of Arts, cum laude, Sociology

Vermont

Computer: Mac, PC, Word, Excel, Microsoft Retail Management System, Microsoft Publisher,  
Internet/online research, Photoshop, Quickbooks, Digital Camera