

## 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.
- **Web Store Content/Management** for ecommerce retailers. Perform Back Office operations using *OrderMotion*® and *DemandWare*®: enter new items; assign new items corresponding category fields, photographs, and search-engine keywords.

**Clients:** Zabar's, Inc. (Cheese Department, Mail Order Department), Formaggio Essex, Pizza Mercenaria, The Whitneyville Food Center

#### 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

10/04-Present

#### eBay Online Auction Coordinator (Volunteer Position)

- Select, scan/photograph, and enter items for auction to benefit non-profit, non-commercial radio station
- Write descriptions of items for auction site and radio station's weblog, "Beware of The Blog"  
<http://blog.wfmu.org/>
- Maintain auction: customer service, monitor payments (PayPal), shipping

#### 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 Point Of Sale, Microsoft Publisher, DemandWare, OrderMotion, Adobe Photoshop, QuickBooks, PayPal, Internet/online research, Digital Camera, Scanner and related software