

YAKIRA LEVI, MS

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PROFESSIONAL SUMMARY

Entertainment Business Professor, Music Industry Professional, and Applied Generative AI Strategist with 20+ years of expertise spanning branding, multimedia production, marketing, and higher education. Proven track record in artist development, intellectual property awareness, and audience engagement. Recently completed advanced training in agentic AI frameworks, prompt engineering, and AI governance, specializing in bridging creative industry workflows with cutting-edge AI technologies.

CERTIFICATIONS & CREDENTIALS

- **Applied Generative AI Specialization** – Purdue University & Simplilearn (2026)
- **PCM® Marketing Management Certified** – American Marketing Association
- **Executive Leadership Certified** – National Society of Leadership and Success
- **Ministerial Credentials** – Kohenet Hebrew Priestess (2023) | International Metaphysical Ministry (2011)

TECHNICAL & PROFESSIONAL SKILLS

- **Generative AI & Tech Ecosystem:** Prompt Engineering, Agentic AI Workflows, Retrieval-Augmented Generation (RAG), AI Governance, Python, LangChain, CrewAI, LlamaIndex, OpenAI API, Streamlit.
- **Entertainment & Media Production:** Audio/Playback Engineering (Logic Pro, Adobe Audition), Stage & Production Management, Videography, Photography, Artist Development, Music Business Strategy.
- **Marketing & Strategy:** Brand Development, Digital Storytelling, Campaign Development, PR, Social Media Marketing, Content Strategy, Audience Engagement.
- **Education & Leadership:** Higher Education / College Instruction, Curriculum Development, LMS (Canvas), Workshop Facilitation, Grant Writing, Non-Profit Operations.

PROFESSIONAL EXPERIENCE

Owner & Principal | C.O.R.E., INC. DBA WIDE VIEW PUBLISHING

Oak Park, IL

June 1996 – Present

- **Operations & Event Management:** Oversee daily business operations, talent booking, music programming, and live production curation for large-scale community events and music festivals.
- **Production Management:** Provided key operational and production support for major live events and large-scale festivals, including *Lollapalooza*. Served as stage and production manager for notable regional events such as *Jazz in the Alley* and the *African Festival of the Arts*.
- **Brand Strategy & PR:** Consult with creative entrepreneurs to build multimedia marketing campaigns, distribute press releases, and deploy digital content that maximizes audience engagement.
- **High-Profile Campaigns:** Spearheaded the first-ever *Sprite Mix Tape* campaign featuring Grammy-winning artist Common in partnership with Coca-Cola.
- **Media & Publishing:** Produce, record, edit, and arrange music, voiceovers, and podcasts using Adobe Audition and Logic Pro; oversee layout design and distribution for entertainment, educational, and historical publications.
- **AI Innovation:** Actively integrate AI-powered content creation, workflow automation, and LLM tools to optimize internal media production and marketing pipelines.

Executive Director | CORE MUSIC FOUNDATION DBA SHEKHINAH MISHKAN

Oak Park, IL

January 2005 – Present

- **Nonprofit Leadership:** Founded and scale a 501(c)(3) organization delivering community programming across literacy, arts education, healing arts, and spiritual support.
- **Fundraising & Grants:** Secured over \$225K in funding through targeted grant writing and community partnerships.
- **Community Engagement:** Coordinate volunteer training and community outreach initiatives—including music literacy, arts programming, and meal distribution networks—across various community spaces.
- **Operational Modernization:** Researching and implementing AI-enhanced educational delivery models and automated operations to maximize nonprofit efficiency.

TEACHING EXPERIENCE

Adjunct Professor, Entertainment Business | SAE Institute USA

Chicago, IL

2022 – Present

- Deliver entertainment business, marketing, and media production curricula across both face-to-face and online learning environments using Canvas LMS.
- Mentor students through complex projects focusing on intellectual property, music business strategy, and career sustainability.
- Modernize classroom instruction by introducing modules on emerging technology, digital media trends, and Generative AI applications in the creative arts.

Independent Educator | Self-Employed

Oak Park, IL

2020 – Present

- Design custom curricula and facilitate workshops on songwriting, branding, literacy, and creative asset protection.
- Leverage virtual learning tools and multimedia applications to instruct K–8 and adult learners, blending traditional literacy with modern digital literacy.

Additional Teaching History

K-12 & Specialized Literacy Instruction

(1999 – 2020)

- Maintained concurrent roles as a Substitute Teacher (Chicago Public Schools / Oak Park & River Forest HS), Reading Teacher (Sylvan Learning Systems), Literacy Coordinator (Youthwatch Educational Services; Community Christian Alternative Academy), and Computer Science TA (Betty Shabazz International Charter School).

EDUCATION

- **Master of Science in Marketing** (GPA: 3.7) | Southern New Hampshire University (2021)
- **Bachelor of Arts in Arts, Entertainment & Media Management** | Columbia College Chicago (1999)

PROFESSIONAL AFFILIATIONS

- Member, **American Marketing Association**
- Member, **National Society of Leadership and Success**
- Member, **National Writers Union (UAW Local 1981 AFL-CIO)**
- Member, **American Society of Composers Authors and Publishers (ASCAP)**