

YAKIRA LEVI, MS

Arts & Entertainment Director | Multimedia Marketing Manager | Creative Industries AI Consultant
yakiralevi.com • mail@yakiralevi.com • (708) 970-8366

PROFESSIONAL SUMMARY

Arts and Entertainment Director, Multimedia Marketing Manager, and Creative Industries AI Consultant with 20+ years of expertise spanning branding, multimedia production, marketing, and creative industries strategy. Proven track record in artist development, music industry advocacy, intellectual property awareness, contracts, talent booking, and live event production. 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.
- **Digital & Web:** Website Development & Management (WordPress, Lovable, GoDaddy Website Builder), Content Creation, Site Maintenance.
- **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

1995 – Present

- **Music Industry Advocacy & Education:** Founded and lead C.O.R.E., a unified network educating and advocating for music industry creatives on contract equity, copyright preservation, music publishing, and navigating business pitfalls.
- **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.
- **High-Profile Campaigns:** Spearheaded the first-ever Sprite Mix Tape campaign featuring Grammy-winning artist Common in partnership with Coca-Cola.
- **Media & Publishing (Wide View Publishing):** Serve as Senior Editor, writing and publishing copy, books, music, and media; 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.
- **Digital Presence:** Created and maintain websites and digital content for all C.O.R.E.-affiliated brands, including Wide View Publishing, RedHotRadio.FM, CORE Music Foundation, and Shekhinah Mishkan.
- **Brand Strategy & PR:** Consult with creative entrepreneurs to build multimedia marketing campaigns, distribute press releases, and deploy digital content that maximizes audience engagement.
- **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 NFP (DBA SHEKHINAH MISHKAN)

Oak Park, IL

2005 – Present

- **Nonprofit Leadership:** Founded and manage the 501(c)(3) charitable arm of C.O.R.E., Inc., delivering structured 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 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)**