



# DEVON GAILEY

devongailey.com

## CONTACT



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@ecowatch



/remedyreview

## EDUCATION

### Elon University | 2011-2015

B.A. Media Arts and Entertainment

Concentration: Cinema

Minor: Multimedia Authoring

Special Programs: Elon In Los Angeles

## EXPERTISE

- Videography and Editing
- Knowledge of Color and Aesthetic
- Photo Capture and Retouching
- Time Management
- Attention to Detail
- Public Speaking
- Team Leadership
- Adaptability
- Strong Work Ethic
- Creative Problem Solving

### Three Ships

## SOCIAL MEDIA MANAGER | EcoWatch.com

November 2020 - Present

- Manages all social platforms, scheduling, and social assistant
- Gained 43,500 new followers via Facebook and Twitter
- Drove over 2.7 million visits to EcoWatch in 2021
- Creates all social graphics and short video content
- Works closely with news team to identify top-performing stories

## DIGITAL CONTENT PRODUCER | RemedyReview.com

November 2019 - November 2020

- Produced all YouTube video content (reviews, product FAQ's)
- Gained over 24k views and 130k impressions in 6 months
- Generated \$6,800 worth of additional revenue
- Managed all product photography and infographic creation
- Assisted with web design and email marketing campaigns

### iHeart Media

## PROMOTIONS COORDINATOR | G105, Alt 95.3, B93.9

June 2019 - March 2020

- Managed work schedule of all promotions assistants
- Handled legal paperwork for giveaways

## PROMOTIONS ASSISTANT

June 2018 - June 2019

- Facilitated outdoor and in-studio event/concert setup
- Photographed local concerts for web and social
- Wrote marketing proposals for all stations
- Served as on-air talent on Alt 95.3 and radio spots as needed

### Iron Box Power

## DIGITAL CONTENT CREATOR

June 2017 - November 2019

- Created all digital marketing materials (videos, motion graphics, email campaigns, and infographics) and printed marketing materials (posters, inventory catalogues)
- Designed webpage and UX mockups
- Managed all product photography