



DEVON GAILEY

devongailey.com



CONTACT

-  PHONE: 336-689-6874
-  EMAIL: devongailey93@gmail.com
-  PORTFOLIO: devongailey.com

SUMMARY

An experienced photographer, videographer and design professional with a demonstrated history of working in the entertainment and marketing industry.

SKILLS

- Photography
- Videography (DSLRs)
- Adobe Creative Suite
- Video Editing
- Photo Retouching
- Social Media Management
- Google Analytics
- YouTube
- Branding
- Live Event Setup
- Wordpress
- Mailchimp
- Graphic Design

EDUCATION

Elon University | 2011-2015
 B.A. in Media Arts & Entertainment
Concentration: Cinema
 Minor: Multimedia Authoring
 Special Programs: Elon in LA

References available upon request

Three Ships Digital Marketing | Raleigh, NC

SOCIAL MEDIA MANAGER | EcoWatch.com

November 2020 - Present

- Manages all social platforms, scheduling, and performance tracking
- Gained 43,500 new followers via Facebook and Twitter
- Drove over 2.7 million social visits to EcoWatch.com in 2021
- Creates all social graphics and short video content
- Works closely with news team to identify top-performing stories
- Refreshed brand standards, colors and iconography
- Produces web and UX mockups for development

DIGITAL CONTENT PRODUCER | RemedyReview.com

November 2019 - November 2020

- Produced all YouTube video content (youtube.com/remedyreview)
- Gained over 24K views and 130K impressions in less than 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 | Raleigh, NC

PROMOTIONS COORDINATOR | G105, Alt 95.3, B93.9

June 2019 - March 2020

- Managed scheduling and performance of all promotions assistants
- Handled legal paperwork for giveaways

PROMOTIONS ASSISTANT | G105, Alt 95.3, B93.9

June 2018 - June 2019

- Assisted in outdoor and in-studio event & concert setup
- Photographed local concerts and produced retouched images for web and social
- Wrote marketing proposals for all stations
- Served as on-air talent for Alt 95.3 and recorded radio spots

Iron Box Power | Raleigh, NC

DIGITAL CONTENT CREATOR

June 2017 - November 2019

- Created all digital marketing materials such as videos, motion graphics, email campaigns, and infographics
- Created all print marketing materials including posters and inventory catalogues
- Designed new website and UX mockups for development
- Managed all product photography