

GRETCHEN DEVAULT

GRAPHIC DESIGNER AND ART DIRECTOR

CONTACT

Los Angeles, CA



616.308.9506



gretchenmdevault@gmail.com



gretchendevault.com



gretchendevault.com/portfolio



SKILLS

TECHNICAL

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro, After Effects)

PowerPoint and Keynote

WordPress

HTML and CSS (basic knowledge)

MailChimp and other email software

Facebook Ad Manager

Google Analytics

Logic ProX

Project Management

Account Management

Team Management

EMPLOYMENT HISTORY

ART DIRECTOR AND CO-FOUNDER | TINY BLUE SKY

2012 to present

Branding and digital marketing for boutique and global brands, such as Cinnabon, ShockTop, Stella Artois, Thatcher's Organic Spirits, and Breast360

Key duties included: Graphic design and art direction of digital and print materials for clients; design of logos, brand tool kits, and style guides; design of assets for digital marketing campaigns including social media graphics, banner ads, email, and content marketing; leading web design/development projects; design of print materials including brochures, sales sheets, catalogs, press kits, direct mail, signage, POP/POS, and more; art direction of photography; leading team of creatives (7-10 direct reports); distilling client marketing goals into concise creative briefs; cultivating relationships with clients; leading initiatives to bring brands to new mediums and platforms, such as incorporating podcasts, influencer marketing, and video; project management for the studio

Accomplishments: Earned multiple awards for Breast360.org website; founded The Mash Podcast, a podcast on craft beer marketing

SENIOR DESIGNER AND FOUNDER | DVQ STUDIO

2005 to 2012

Graphic design and marketing for a wide variety of nonprofits and corporate clients, such as Amway Corporation, Priority Health, Grand Valley State University, YNPN

Key duties included: Similar work to Tiny Blue Sky (above), but in a physical studio leading a staff of 4 full-time employees and 7 regular contractors; graphic design of print materials including brochures, reports, catalogs, signage, sell sheets, displays, and more; digital design including email and social media graphics; web design; distilling client marketing goals into concise creative briefs; cultivating relationships with clients; concepting, script writing, and art direction for videos and photo shoots

Accomplishments: designed a course on social media for nonprofit leaders which was presented statewide; founded "In the Trust Tree," a podcast discussing new media and technology

SKILLS CONT.

PERSONAL

Entrepreneurial
Organized
Hard working
Contagious enthusiasm
Natural born collaborator
Fast learner

EDUCATION

GRAND VALLEY STATE UNIVERSITY

Bachelor of Arts in Communication
and Minor in Sociology, 1997

HONORS

- 2016** W3 Silver winner
- 2016** Davey awards Silver winner
- 2016** Communicator awards for digital distinction
- 2011** 40 Under 40 Business Leader in Grand Rapids, Michigan
- 2006** Silver Addy Award
- 2005** Silver Addy Award
- 2005** Best Practice recognition by Girl Scouts of the USA
- 2001** ATHENA Award Nominee

EMPLOYMENT HISTORY CONT.

GRAPHIC DESIGNER AND COMMUNICATIONS DIRECTOR GIRL SCOUTS OF MICHIGAN TRAILS

2000 to 2005

Graphic design and marketing lead for nonprofit focused on empowering girls with 30 staff, 13,000+ members, and 3,000 volunteers

Key Duties: Graphic design of brand materials across all platforms; brand steward in charge of adhering to the brand guidelines and rules from corporate HQ; leading advertising and promotional campaigns, as well as development and execution of organization's marketing plan; concepting, script writing, art direction, and music direction for videos and photo shoots; managing the organization's marketing budget (\$150K) and advertising spend; working with outside vendors

Accomplishments: Led a statewide campaign to recruit teenage girls to join the Girl Scouts, as well as the campaign, "Yeah, We've Got a Badge for That" which won an Addy Award (American Advertising Award)

COMMUNICATIONS COORDINATOR | GRAND RAPIDS AREA CHAMBER OF COMMERCE

1999 to 2000

Key Duties: Managing the transition of a new brand identity across all mediums; graphic design of promotional materials including newsletters, brochures, and sales materials; design of digital graphics for website

PRODUCER AND CO-HOST | LEAN THE F*CK OUT PODCAST

2016 to present

Producer and co-host of weekly podcast for fempreneurs

Key Duties: Manage recording, sound quality and post-production; scriptwriting and adding voice-overs; creating brand identity and promotional materials, as well as graphic design of merchandise and products; inviting and coordinating guests; promotion of episodes including social media graphics and advertising

Accomplishments: Recorded and aired over 50 episodes, with 8,000 downloads, connecting with female entrepreneurs (artists, musicians, writers, actors, tech entrepreneurs, etc) from all over the globe