

GRETCHEN DEVAULT

GretchenDeVault.com

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MARKETING DIRECTOR

CAREER HISTORY

TINY BLUE SKY, 2012 to present

DIRECTOR OF DIGITAL AND CREATIVE SERVICES // CO-FOUNDER

Digital and integrative marketing strategy. Leading a team of creatives to successfully implement digital marketing and creative for a wide variety of brands.

HANDS-ON SKILLS:

- Leading and building cross-functional teams (both in-house and contract)
- Defining overall marketing strategies with client leadership
- Developing and implementing innovative digital marketing campaigns
- Creating integrative marketing plans that utilize both traditional and digital marketing efforts to grow brands' online presence through various channels
- Leading teams to implement digital marketing efforts including social media, email marketing, SEO/SEM, content marketing, building marketing funnels, and paid advertising
- Creating and managing systems and processes to increase quality and efficiency of content, campaigns, and overall digital marketing efforts
- Overseeing and directing content creation including of evergreen content, blog posts, podcasts, videos, and infographics
- Providing input and art directing all creative including website, design, digital design, video, and photography
- Utilizing analytics to monitor campaign performance and optimize campaigns (Google Analytics, MOZ, MySEOTool, email analytics, social media analytics)
- Creating detailed reports for the various stakeholders
- Establishing and growing relationships with various partners, influencers, and vendors
- Overseeing day-to-day operations including managing budgets, forecasting, project management, accounting, HR, and legal
- Business development including sales and cultivating relationships with clients

DVQ STUDIO, 2005 to 2012

FOUNDER // DIRECTOR OF MARKETING STRATEGY // ART DIRECTOR

A boutique branding agency working with a wide variety of corporate and nonprofits clients.

HANDS-ON SKILLS:

- Defining overall marketing strategies with client leadership
- Business development including sales and cultivating relationships with clients
- Leading and building cross-functional teams (both in-house and contract)
- Development and implementation of marketing plans, campaigns and digital strategies
- Concepting and design of brand identities, digital and print assets for clients
- Providing input and art directing all creative including website, design, digital design, video, and photography
- Overseeing and directing content creation including of evergreen content, blog posts, podcasts, videos, and infographics
- Web strategy and web design lead and collaboration with developers to provide visual direction and digital assets
- Establishing and growing relationships with various partners, influencers, and vendors
- Overseeing day-to-day operations including managing budgets, forecasting, project management, accounting, HR, and legal
- Concepting, script writing, art direction and music direction for videos and photo shoots

GIRL SCOUTS OF MICHIGAN TRAILS, 2000 to 2005

COMMUNICATIONS DIRECTOR // GRAPHIC DESIGNER

Nonprofit focused on empowering girls with 30 staff, 13,000+ members, and 3,000 volunteers

HANDS-ON SKILLS:

- Development and execution of organization's marketing plan
- Managing the organization's marketing budget and advertising spend
- Leading advertising and promotional campaigns
- Graphic design of brand materials across all platforms
- Work with outside vendors on print production and web development
- Concepting, script writing, art direction and music direction for videos and photo shoots

EDUCATION

GRAND VALLEY STATE UNIVERSITY

Bachelor of Arts in Communication and Minor in Sociology

TECHNICAL SKILLS

- Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Admin experience in WordPress, Squarespace, Drupal and EE
- Basic knowledge of HTML/CSS
- Email marketing software (MailChimp, Constant Contact, Outmarket)
- ActiveCampaign, Leadpages, Drip
- Google Analytics
- Google AdWords
- Facebook and Instagram Ad Manager
- Sprout Social, Buffer, HootSuite, MeetEdgar
- Asana, Basecamp, Trello, Evernote, AirTable
- PowerPoint, Keynote, Prezi
- GarageBand, Logic
- Google Docs, MS Office

ACCOMPLISHMENTS

- * **W3 SILVER WINNER IN 2016** for website strategy and design
- * **DAVEY AWARDS SILVER WINNER IN 2016** for website strategy and design
- * **COMMUNICATOR AWARDS FOR DIGITAL DISTINCTION IN 2016** for website strategy and design
- * **FEATURED IN INC. MAGAZINE IN 2010** for progressive work culture
- * **NAMED AS "40 UNDER 40 BUSINESS LEADER"** by the Grand Rapids Business Journal in 2011
- * **SILVER ADDY AWARDS** in 2005 and 2006
- * **ATHENA AWARD NOMINEE** in 2001
- * **BEST PRACTICE RECOGNITION** by Girl Scouts of the USA in 2005
- * **PRESENTED AT NATIONAL, STATEWIDE AND LOCAL CONFERENCES** on branding and digital marketing
- * **WORKED WITH 75+ BUSINESSES** to help them grow their businesses
- * **WORKED WITH 70+ NONPROFIT ORGANIZATIONS** to help them further their missions