

Devon McChristy

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ADVANCED SOFTWARE SKILLS

Adobe Creative Suite
Google Analytics / Workspace
Microsoft Office Suite
WordPress

DEGREES & CERTIFICATIONS

Bachelor of Arts Degree
Minor in English Grammar
Adobe InDesign
IBM, AI Prompt Engineering
IBM, Applied AI Professional (IP)
Teaching English as a Foreign
Language (TEFL)

CONTINUED EDUCATION

Advanced Adobe InDesign
Advanced Adobe Photoshop
Fundamentals of Layouts
IBM, Generative AI
IBM, AI Prompt Engineering
Microsoft Office Suite
Structure of American English
Web Design for Business

PROFESSIONAL EXPERIENCE

Brand Design (Digital & Print)
Brand Strategy & Development
B2B & B2C Marketing
Collateral Design
Copyedit
Digital Marketing
Graphic Design
Marketing Management
Print Design & Production
Product Design
Project Management
Social Media Design & MGMT
Strategy Development
Typography
Web Development

MARKETING MANAGER & BRAND DEVELOPER

BrandR (2016–2020) (2023–Present)

- Managed entire branding process for launches of new businesses
- Developed comprehensive marketing strategies, content frameworks, & SEO strategies to increase brand exposure
- Designed logos, collateral, social media campaigns, & presentations
- Wrote content for blogs, brochures, & emails to align with brands
- Ensured brand consistency across all digital communication channels

SR. MARKETING COORDINATOR & BRAND DEVELOPER

Sillman (2020-2024)

- Designed a new unique brand identity for team, plus digital & print
- Led marketing & cross-functional staff on deadline-driven projects
- Strategically created compelling brand stories to attain new clients
- Organized, prioritized, & managed multiple projects simultaneously
- Managed, designed & compiled complex proposal projects
- Streamlined projects by creating phased tasks with workable timelines for team members, including cross-functional staff
- Applied competitor analysis research & cutting edge technology
- Wrote, designed, & implemented new on-brand web pages
- Implemented new marketing processes to vastly improve efficiency
- Facilitated strategy sessions to drive critical decisions

MARKETING COORDINATOR & BRAND DEVELOPER

SGPA Architecture & Planning (2017–2020)

- Managed the creative process of projects from concept to delivery
- Organized deadline-driven project logistics for cross-functional teams
- Led strategy development meetings for multimillion-dollar projects
- Expanded the brand to make it more modern & prevalent
- Implemented new organization of data system to streamline projects
- Demonstrated superb graphic design layout skills using Adobe CC
- Wrote content for blog, press releases, social media, & proposals
- Crafted compelling strategies to win numerous architectural projects, which included extensive research & competitor analysis

MARKETING COORDINATOR & BRAND DEVELOPER

Safdie Rabines Architects (2015–2016)

- Coordinated & produced projects with simultaneous deadlines
- Developed new brand identity, ensuring consistency across all marketing materials (such as: collateral, proposals, & website)
- Sought opportunities to streamline systems, processes & data
- Strategized, designed, & wrote for projects with tight timelines
- Built a professional network for new project opportunities