



DEVON WASLUSKY

CREATIVE SPECIALIST 📞 9899069627

◦ DETAILS ◦

9899069627
dcwaslus@gmail.com

◦ LINKS ◦

[Portfolio](#)

◦ SKILLS ◦

Narrative Design & Storytelling

Adobe InDesign

Adobe Photoshop

Digital Photography

Pattern Recognition

Adobe Lightroom

Adobe Illustrator

Cultural Awareness

Contract Management

Leadership and Management

Google Analytics

Brand Development

Budget Management

Partnerships

Cross-Channel Social Media

Search Engine Optimization (SEO)

A/B Testing

Data Analysis

Copywriting

Content Writing

Content Creation

◦ HOBBIES ◦

Dungeons & Dragons

Guitar & Singing

Authorship

Powerlifting & Exercise

Meal Preparation

👤 PROFILE

Charismatic and abundantly creative millennial with 5+ years of professional experience looking to bring a fresh perspective and inspired ideas to a workplace with excellent culture.

📁 EMPLOYMENT HISTORY

Email Marketing Specialist at 4042 North, Chicago, IN

May 2020 — Present

- Forged and designed an email marketing campaign to promote client's (Dip Devices) Little Dipper device's new color (yellow) that would later reshape their email marketing strategy toward a more conceptual approach.
- Collaborated on their Pride 2021 campaign for Dip Devices to show that they are committed to diversity, equity, and inclusion year-round.
- Authored a blog post for Dip Devices to promote the portability and reliability of their devices while sprinkling SEO keywords throughout.

Social Media Specialist at Disanti Hicks + Partners, Chicago, IN

March 2021 — Present

- Penned 30+ social media copy with relevant SEO with other marketing channels and across teams for the June–October content calendar for Disanti Hicks + Partners for national brands, including Dip Devices, GRK Fasteners, Paslode, and Tapcon.
- Partnered across teams to ensure content was delivered on time per the content calendar agreed to by the client for the months of June through October of 2021.

Marketing Manager at Highland Blush Café, Alma, MI

May 2020 — May 2021

- Overhauled the website and social media presence for Highland Blush Café through product photography, high-quality promotional graphics, and establishing a content calendar for organic and direct-response marketing, growing social community by 150%.
- Executed over a dozen successful social media and direct marketing campaigns, following A/B testing processes to determine best practices, while maintaining a budget for such campaigns.
- Launched Doordash for the café with various consumer awareness strategies, successfully transitioning the business onto the app while educating staff on the app's processes and usage while crafting a tantalizing menu for said app.

Community Manager at JS Dean & Associates, Detroit, MI

January 2020 — May 2021

- Coordinated a team of five staff members to ensure the quality of the historic Park Shelton Condominium and Broderick Tower, including handling timesheets, organizing/prioritizing, maintenance requests, and more.
- Liaised with outside contractors on renovation projects and managed payments to external contractors and vendors, and helped the company acquire a new property and added their 400+ residents to the RMS system.

- Deconstructed the entirety of the rent and community management system, rectifying 50+ payment and transaction errors, revamping their organizational system, updating outdated tenant and resident information to ensure proper records, elevated their communication systems and relationship with the Homeowner's Association.

Office & Community Manager at Grand Circus, Detroit, MI

August 2018 — January 2020

- United with the marketing team to create content blogs with relevant SEO, as well as concepts for branded merchandise, as well as ensuring our customer response and public-facing portions of the company are on-brand.
- Operated two coding bootcamp campuses in Detroit & Grand Rapids and managed the Detroit coworking space along with their monthly membership fee while maintaining the interior space of the Detroit location and overseeing the supply budget and purchasing.
- Maintained the relationship and communication between building management, external contractors, partnerships, and the company values with the community, and led operations for several events, including Demo Day for prospective employers.
- Spearheaded the Diversity, Equity, and Inclusion initiative company-wide across both campuses; organized monthly events with a diverse team of coworkers and alumni; and managed the Pride Event that saw over 51,000 participants in both Detroit & Grand Rapids, recruiting over 30 alumni and staff volunteers, creating and designing merchandise, and representing the brand to the LGBT+ community.
- Orchestrated public relations events which included hosting tours, international groups, political leaders and ambassadors, local students, and more, while also hosting the community and organizations for tech-related events to improve perception and maintain relationships with partners that included Google, Quicken Loans, and Rock Ventures.

EDUCATION

Bachelor's of Arts, Saginaw Valley State University, Saginaw, MI

August 2012 — December 2016

Graduated Magna Cum Laude with a degree in Creative Writing and minors in Sociology & Psychology

REFERENCES

Lennon Turner from SunPower Corporation

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