

# DEVON T. SMITH

Multimedia Producer | Content Strategist

My name is Devon T. Smith. I'm a multimedia producer and content strategist, combining skills across editorial direction, branding, and user experience. Through 6 years of experience I have built a successful track record using social and user engagement data to craft impactful content strategies for companies across the tech, media, music, and e-commerce industries. As a storyteller, I connect culture to education. To accomplish this, I implement creative development curriculums and interactive experiences in partnership with the North Carolina Museum of History, Boys & Girls Club of Boston, and Brookline High School. In short, I use strategic storytelling to help brands and institutions authentically connect with audiences.



New York, NY



devtsmith.biz@gmail.com



910-286-6291

## Portfolio

[www.devtsmith.biz](http://www.devtsmith.biz)

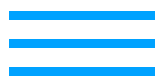
## EDUCATION



University of North Carolina  
at Greensboro

Bachelor of Arts in  
Communication Studies

Organizations: Alpha Phi  
Alpha Fraternity  
Incorporated



## EXPERIENCE

### • UnitedMasters | Director of Brand Content | July 2018 - Dec 2018

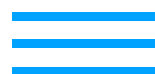
Led development and production of original content serving an audience of over 20k users  
Collaborated with social media department to drive growth and engagement  
Established consistent brand voice across digital properties  
Implemented weekly, monthly, and quarterly user engagement reporting system  
Leveraged data and insights to drive content strategy  
Oversaw industry trend and insight research  
Increased Instagram Impressions by 922%  
Increased Instagram followers by 45k users and engagement by 67.40%

### • Revolt TV | Lead Digital Producer | May 2016 - May 2018

Led social media strategy and management  
Created and implemented weekly social media content reporting process  
Created and implemented cross channel social media calendar process  
Increased Instagram following by over 65k users  
Led ad sales social media activations for over \$1.5 mil in revenue  
Increased editorial website conversion via social media by 102%  
Increased Revolt Music Conference website conversion via social media by 145%  
Authored editorial articles garnering over 200k page views  
Director of content development, Black History Month 2018  
Director of content development, Women's History Month 2018

### • eBay Enterprise | Lead Social Media Strategist | May 2015 - Dec 2016

Implemented bi-weekly, monthly, and quarterly social media audit system  
Created social media content streamline structure and content calendar  
Increased Twitter following by 65%  
Increased Facebook impressions by 229%  
Increased Facebook engagements by 110%  
Increased website conversions via Facebook by 113%  
Increased LinkedIn following by 15.5%  
Increased LinkedIn impressions by 74.7%  
Increased LinkedIn website conversions by 36.9%  
Established 35% of overall traffic to company website via social media



## SKILLS

I am proficient in all Microsoft Office platforms, Google Analytics, and Final Cut Pro. I am also proficient with Twitter, Instagram, Facebook, and LinkedIn analytical tools as well as Wordpress content management systems.