

DEVAN KING

contact

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W: devanking.com

skills & tools

Project Management
Advocacy Communications
Digital Asset Management
Operations Management
Diversity, Equity, Inclusion
Anti-racism Practices
Visual Design + Storytelling
Creative + Content strategy
Print + Digital Design
Adobe Creative Suite
Social Media Strategy
Branding + Visual Identity
Photo Editing + Retouching
Analog + Digital Capture
Video Capture + Editing

education

B.S. in Art + Design: Photographic
Imaging and Spanish minor
Towson University, Towson, MD

professional experience

Creative Director/Project Manager | Photographer
jun 2021 - present | jan 2008 - present
Devan King LLC, Washington, D.C.

Creates + manages visual and written content for advocacy campaigns, brand redesigns, flagship social media/digital channels, annual reports, presentations, events, and video, audio, and web design | Captures + edits photography

- ▶ **Escalates brand awareness by developing + managing content that ensures** thousands of fundraising dollars, millions of digital reach, legal rectification, and maximum outreach opportunities for target audiences for various social impact clients in sexual abuse services, women's rights, anti-racism impact, ethical economic services, and more. *Clients include: me too. International, Survivors' Agenda, Movement for Black Lives, Global Fund for Women, Center for Third World Organizing, Leadership Learning Community, Groundwork Collaborative, Perry Udem, Why Not? Foundation, Somebody Feed the People*
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Senior Manager of Creative | nov 2019 - jun 2021
Manager of Creative Services/Digital Content Manager |
jul 2019 - nov 2019
TIME'S UP Foundation, Washington, D.C.

Leader and problem solver that solely drove creative + brand strategy across multiple digital + print platforms. Produced + managed visual + written content for advocacy campaigns. Managed budgets and team of writers, designers, videographers, and photographers.

- ▶ **Curated stories, photography, video, and graphics for flagship digital, email, & social channels** with reach over 1M
- ▶ **Drove creation direction, oral history, and story bank collection** for TIME'S UP Foundation's research hub
- ▶ **Evolved organization's creative process and direction** that resulted in doubling advocacy communications & outreach and expanding targeted audience outreach
- ▶ **Overhauled & conducted brand refresh** which included new visual identity guidelines and two new websites: timesupnow.org and timesupfoundation.org with 5K+ unique weekly users

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leadership experience

University of Cambridge Judge Business School & One Conservancy Leadership Program, Member (2019)

TNC's North America Cities Storytelling Fund Committee, Member (2019)

Green Career Momentum by Leaders in Energy, Presenter (2018)

The Catalyst Employee Resource Leadership Initiative (ERLI) Conference, Participant (2018)

Audubon Society's Taking Nature Black Conference, Participant (2018)

The Nature Conservancy's Employee Resource Group: League of Employees of African Descent (LEAD), Communications Director (2017)

George Washington University Spring Portfolio Review: School of Fine Arts, Portfolio Reviewer (2017 -2019)

professional experience

Youth Engagement Communications Coordinator |
sept 2017 - jun 2019
The Nature Conservancy (TNC), Arlington, VA

Lead communications & marketing across TNC's National and International Youth Engagement Programs to advance the team's outreach and meet fundraising goals.

- ▶ **Created written + visual content for digital marketing efforts** with annual reach of 2.8M
 - ▶ **Curated stories, photography, and graphics** for grant proposals + reports over \$5M
 - ▶ **Garnered media coverage for Youth Engagement programs + events;** gained over 600M media reach + \$7M in estimated media value yearly
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Creative & Photo Specialist | jun 2012 - aug 2017
The Nature Conservancy (TNC), Arlington, VA

Managed TNC's photography department by protecting photo archives, provided expert photo research to internal clients & external partners, and photographed U.S. and International conservation projects, managed brand projects.

- ▶ **Revamped + oversaw organization's digital archive system** of over 150K images & videos
- ▶ **Orchestrated engagement strategy for organization's flagship Instagram, Facebook, Tumblr accounts** and increased engagement & followership by over 600K within two years
- ▶ **Designed + implemented digital asset management training** for 3,500+ Nature Conservancy employees
- ▶ **Managed multiple major organizational brands projects** such as annual reports and brand identity refreshes