



Allison DeVoe

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Communications, Marketing, and Social Media Content Strategist
Graphic Designer Specializing in Branding and Identity
UX and Accessibility Focused Web Designer and Front-End Developer

PROFESSIONAL EXPERIENCE

Marketing & Communications Specialist | Syracuse University School of Education | Syracuse, NY 2012-Present

Collaborate with director, development office, and stakeholders on print, and web collateral for School and centers/institutes. Develop School branding based on university guidance, consult with departments to ensure understanding and compliance. Schedule, design, analyze email marketing and social media content/voice, increasing engagement 10-20% across platforms. Coordinate School web redesign, content strategy/development; liaise with departments to determine needs and solutions. Planning, advertising, logistics, and on-site coordination of successful national conferences for 1000+ attendees per year. Developed accessible communications training materials and session for School that has been implemented University-wide.

Independent Communications, Web, & Design Consultant | Syracuse, NY 2006-Present

Primarily work with individual creatives, small businesses, non-profits to increase awareness & consistency of digital footprint. Project managed and implemented start-to-finish branding and identity projects, print and screen graphics, digital strategy. Build clean, responsive, accessible websites, optimizing content and structure; social media positioning and content creation. Develop and provide 1-on-1 and group training to maximize internal buy-in and ownership, and position for future success.

COMMUNITY LEADERSHIP AND VOLUNTEERING

Moderator and Community Leader | Tuataria 2017-present

On leadership team of 1000+ member international Nerdfighter community across multiple platforms, primarily Discord. Collaborate to facilitate events, deliver technical effectiveness and security, collect and analyze member information via census, maintain website, and ensure safety and wellbeing of members (some young and/or vulnerable).

Volunteer Crisis Counselor | Crisis Text Line 2014-present

Complete 4 hour commitment per week as crisis counselor with international text message-based crisis support line. Passed 30+ hour training and 1-on-1 assessment in good contact techniques, risk assessment, empathetic communication, collaborative problem solving with both texters and fellow counselors, and mental health issues.

EDUCATION

M.S. Communications | Specialization: Advertising 2017

S.I. Newhouse School of Public Communications, Syracuse University | Syracuse, NY
Relevant Coursework: Multimedia Storytelling, Digital Branding & Strategy, Social Media for Communicators, Research Design

B.S. Digital Arts & Sciences | Minors: Digitally Mediated Communications & Mathematics 2011

Clarkson University | Potsdam, NY
Relevant Coursework: Interactive Design, Digital Studio, Human-Computer Interaction, Information Architecture

TECHNICAL SKILLS

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere); Google Drive Apps; Hootsuite social dashboard/native platform analytics including Facebook, Twitter, YouTube, Instagram; WordPress CMS & Theme Development.

Languages: HTML5/XHTML, CSS/CSS3, PHP, MySQL, JavaScript