

Devon G. Hardy

Syracuse, NY

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PROFESSIONAL SUMMARY

A skilled graphics and digital media creator with a portfolio of content optimized to attract audiences and facilitate interaction that strengthens brand awareness and identity.

Adobe Photoshop • Lightroom • Illustrator • InDesign • Premiere Pro • After Effects • Final Cut Pro

RELEVANT COURSEWORK

- Front-End Web Development
- UX Design
- Motion Graphics and Animation
- Full Stack Development
- Digital Photography
- Elements of Design
- UI Design
- Video Art
- Digital Arts: Time and Image

PROFESSIONAL EXPERIENCE

Marketing Intern

2023

VIP Structures — Syracuse, NY

- Designed social media posts, advertisements, and infographics for VIP Structures while developing VIP's websites and researching to build VIP's future media plans
- Created ads and social media posts for VIP and companies associated with it
- Designed email for internal use
- Updated and maintained website and the IPD Engineering website
- Researched general marketing trends in the industry and built the grounds for VIP's future marketing plans

Public Relations Intern

2022

Russett PR — Baldwinsville, NY

- Created social media posts, advertisements, and infographics for both Russett PR and its clients while working closely with the PR department to plan photo shoots

Media Intern

2022

Clarkson University — Potsdam, NY

- Crafted infographics to encourage students and alumni to donate to the university
- Interviewed, recorded, and edited multiple videos of students and faculty across various departments on why alumni and current students should donate

Media Intern

2021

Onondaga Community College — Onondaga, NY

- Designed and created advertisements and infographics aimed at welcoming and encouraging prospective students to apply
- Identified errors and areas of improvement on OCC's website

Video Editor

2019 – 2021

Freelance — Remote

- Edited lengthy streaming sessions into short-form videos for platforms such as YouTube and TikTok in collaboration with numerous content creators

EDUCATION

Bachelor's Degree, Digital Arts and Sciences

Dec. 2023

Clarkson University — Potsdam, NY

- Minor in Mathematics
- 3.9 GPA
- Presidential Scholar