

# DEVON CALLARO

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(610) 999-0186 - [devoncallaro@gmail.com](mailto:devoncallaro@gmail.com) - 190 E. 7th St., Apt 103, New York, NY 10003

## SUMMARY

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Highly organized and creative professional with a deep understanding of the current media landscape and a focus on maintaining brand identity is looking for growth in a digital marketing or communications role.

## PROFESSIONAL EXPERIENCE

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### Kaplow Communications

June 2018 – September 2020

#### Account Executive

- Worked directly with clients across a variety of consumer lifestyle brands to develop effective and compelling communication strategies and create positive brand perception.
- Wrote pitches and press material to secure local, regional and national media coverage, personally securing over ten exclusive stories on new product launches.
- Collaborated with designers to create unique and compelling look books for private label brands.
- Assisted with all aspects of event execution, including multiple collection preview events for consumer media, working directly with vendors and clients to deliver profitable end results.
- Personally oversaw a Product Coordinator to ensure product samples were organized and correctly inventoried for future media requests and events.
- Delivered quantitative and qualitative quarterly/yearly reports to clients, analyzing results against overall program goals.
- Monitored competitors' tactics and changes in the media landscape to educate clients and influence future program strategies.

### LaForce NYC

Summer 2017

#### Public Relations Intern for Global Brands Team

- Worked alongside account managers and coordinators to help compile media lists, write pitches and track online/social media coverage.
- Competed in and won 1<sup>st</sup> place in an intern team project to develop a creative brand collaboration and communication strategy that included event execution and social media tactics.

### Macquarie Group

Summer 2016

#### Marketing & Corporate Communications Intern

- Assisted Senior Marketing Managers on the execution of marketing strategies across multiple audience channels, increasing overall efficiency in the office.
- Implemented a new editorial calendar to track and organize cross-channel marketing materials and efforts.
- Designed email-marketing campaigns and edited web seminars and value-add programs for financial advisors.

## EDUCATION

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### University of Michigan-ANN ARBOR, MI

2014 – 2018

Bachelor of Arts: Communication Studies, Cum Laude

Minor: Digital Studies

## SKILLS

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- Self-starter, detail-oriented, excellent written and verbal communication skills, team player
- Proficient in Photoshop, Illustrator, HTML and CSS code