

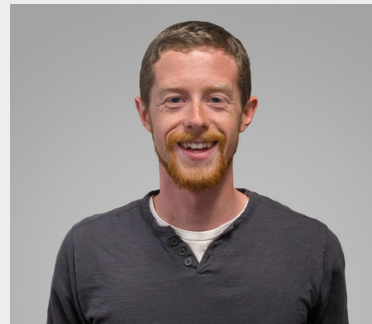
RESUME

DEVIN LITTLEFIELD

MARKETING CONSULTANT

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EXPERIENCE

2016 - Present

NOMAD HILL **Director of Marketing**

My role in this company is to help achieve ambitious business goals through the implementation of our Strategic Marketing Plan, including the development of an upcoming website, an email marketing program, a loyalty program, and other digital projects.

2015 - 2016

REVISION MILITARY **Creative Content Production Coordinator**

I primarily managed digital media content creation from graphic design to video production and photography. I also provided support to other digital marketing efforts, including email marketing, and digital advertising.

2014 - 2015

MAINE HUTS & TRAILS **Marketing & Merchandise Associate**

I managed all social media channels and content creation in the form of video production, photography, blog posts, and design collateral with copy. I also focused on building the membership and donor base to support the annual fundraising budget.

2011 - 2014

ALASKA PACIFIC UNIVERSITY **Video Producer**

From script to screen, I managed all video projects for various online platforms, such as Facebook, Twitter and the main website. The goals of the videos were to excite, inform and entertain potential students and create a stronger brand image for the university.

EDUCATION

2013 - 2014

SENIOR CAPSTONE PROJECT **Alaska Pacific University**

"How to Market the Outdoors: Alaska Huts Association & Social Media" — A project focused on promoting a hut system in Alaska

2010 - 2014

OUTDOOR EDUCATION // BUSINESS ADMIN & MGMT **Alaska Pacific University**

Degree in Outdoor Studies, minor in BAM — Core competencies include leadership skills, risk management, marketing, and media content creation (video production)

GOALS

- Develop strategic marketing plans to achieve business goals
- Identify key marketing opportunities to maximize ROI
- Research and analyze the latest marketing trends to drive strategy

SKILLS

- Management
- Public Relations
- Social Networking
- Content Production
- Graphic Design
- Email Marketing

SOCIAL MEDIA

- [Facebook.com/devin.littlefield](https://www.facebook.com/devin.littlefield)
- [Instagram.com/outdooradventurer](https://www.instagram.com/outdooradventurer)
- [Linkedin.com/in/devinlittlefield](https://www.linkedin.com/in/devinlittlefield)
- [Twitter.com/outdradventurer](https://twitter.com/outdradventurer)

REFERENCES

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