

Susan Devane

M.A. ADVERTISING | ART DIRECTOR

Austin, TX
773-818-6537
susandevane5@gmail.com
www.susandevane.com

OBJECTIVES

Apply a variety of well-rounded, real-world experiences to a career in advertising to become a considerate, strategic, and well-travelled art director.

SKILLS

- Adobe Creative Suite
- Microsoft Applications
- Figma
- Emma Marketing
- MailChimp
- Miro
- Sketch

CERTIFICATIONS

- Amazon Advertising Certified
- Google Analytics Certified

INTERESTS

- Creative Advertising
- Advertising Strategy
- Brand Storytelling

VOLUNTEER ACTIVITY

YOUNG ADULT CORE TEAM LEADER, SAINT MARY CATHEDRAL

Pursuing young adults in Austin on a personal level to make them feel welcome in the Catholic community and bring them to Christ. Social media coordinator responsible for planning events and designing social media, flyers, and newsletters for parish young adult outreach. Attend monthly meetings for formation and planning.

RONALD MCDONALD HOUSE

Provide for meal groups, maintain house cleanliness, prepare rooms to be used by new families.

EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN

- Master's in Advertising, Art Director on the Texas Creative Track; GPA: 4.0
- McCombs School of Business Teaching Assistant

UNIVERSITY OF TEXAS AT AUSTIN

- Bachelor's of Fine Arts in Design
- Minor in Business

ADVERTISING EXPERIENCE

FIREHOUSE AGENCY- ART DIRECTOR INTERN

- Brands: Hooters, Dallas Zoo

SPOT INSURANCE- ART DIRECTOR INTERN

- Launched an in-house photography library through photographer discovery and outreach
- Designed pattern series for future brand use
- Rebranded physical assets for use at conferences and other events
- Supported sales and partnerships teams by redesigning company documents to align with new brand identity

WONDERS & WORRIES- ADVERTISING & MARKETING SPECIALIST

- Responsible for managing the marketing department of a nonprofit organization with a \$1.5 million per year operating budget
- Tightened relationships with stakeholders through relevant and engaging email campaigns geared toward donor, partner, and client stewardship
- Created digital marketing campaigns from concept to execution
- Developed giving campaigns for two 24-hour days of giving
- Expanded advertising for professional development opportunities for Child Life Specialists via industry journals, social media, and podcast

LIFE BY SPOT- DESIGN & MARKETING INTERN

- Increased direct-to-consumer sales by designing and conceptualizing weekly digital newsletters
- Created custom brand illustrations used across a variety of owned media, including digital newsletters, Instagram posts, and collateral for partnerships
- Created on-brand materials for B2B partnerships, including one-pagers, pitch decks, and miscellaneous print assets

OTHER EXPERIENCE

PETE LANE'S RIVER RUN SKI RENTAL- SKI RENTAL SPECIALIST

- Recommended and sold skis based on daily weather conditions

XANTERRA- KITCHEN STAFF MEMBER

- Provided efficient, excellent guest experience and customer service for Canyon Lodge

RECOGNITION

VOTED "BEST IN SHOW" FOR ART DIRECTION IN ADVERTISING CAMPAIGNS

2021, 2022

ADVERTISING EDUCATION FOUNDATION OF HOUSTON SCHOLARSHIP RECIPIENT

2022

UNIVERSITY OF TEXAS HONORS

2017-2021

BOOK COVER LICENSING

2017

- Signed a license agreement with a publishing company to use personal artwork entitled "The Lady" for the cover of a book

2021-2023
AUSTIN, TX

2017-2021

06.2023-08.2023
DALLAS, TX

06.2022-08.2022
AUSTIN, TX

05.2021-05.2022
AUSTIN, TX

12.2019-12.2020
AUSTIN, TX

12.2020-01.2021
SUN VALLEY, ID

05.2019-08.2019
YELLOWSTONE
NATIONAL PARK, WY