


# AMANDA DEVAN

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 1365 Bridle Path Ln.  
Hideaway, TX 75771

## SKILLS

- Copy Editing
- Print Design
- Web Design
- Project Management
- Brand Marketing Strategy
- Event Management
- Strong Communication

## EDUCATION

### BACHELOR OF SCIENCE

AGRICULTURAL  
COMMUNICATIONS  
AND JOURNALISM

**Texas A&M University**

2011-2014

## CERTIFIED

**High Impact Manager**

Allen Training Centers

## EXPERIENCE

### MANAGING EDITOR, CUTTING HORSE CHATTER

COWBOY PUBLISHING GROUP

SEPTEMBER 2021 - PRESENT

- Supervise content creation process with client and freelancers
- Manage content calendar and track projects
- Assign tasks to writers, producers and designers
- Hire, supervise and support freelancers through content projects
- Thoroughly proofread all content and edit copy when necessary
- Work with graphics team to design layout aesthetic
- Create run lists and aid production team in building issues
- Oversee budget and track freelance invoices and book costs
- Assist in evaluating final copy against client style and brand guide
- Maximize the efficiency of the publishing process

### DIRECTOR OF MARKETING

RIDE TV, GAC MEDIA LLC

JANUARY 2015 - DECEMBER 2021

- Managed marketing, advertising and product sales strategy
- Collaborated with production team for on-air promotional content
- Projected budget needs and managed multi-million dollar budget
- Assigned tasks to and nurtured the growth of direct reports
- Identified opportunities for more efficient spend and processes
- Developed relationships with strategic partners
- Coordinated event activation as the Communications Specialist
- Redesigned website with developer team as Communications Specialist

### FREELANCE MARKETING AND EVENT PLANNING

AS NEEDED

- Coordinate discovery meeting with client to discern needs
- Develop websites (proficient in Wix, WordPress, Squarespace)
- Vendor outreach and coordination
- Create budget and project tracker for client
- Manage social media content and/or content calendar as needed