

Devon Edmondson

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PROFESSIONAL EXPERIENCE

Social Media Manager

Valor Media Network / May 2025 - Present

- Manages and executes daily social media strategies for a fast-growing multimedia network featuring a variety of shows covering masculinity, politics, sports & mindfulness
- Oversees content calendars for each show, including Men Talking Mindfulness, Battle Buddies, Hardpoints, Gedunk and Denver After Dark
- Leads multi-platform content distribution across YouTube Shorts, TikTok, Instagram, X, Facebook, Substack, and Bluesky optimizing content for visibility and engagement
- Utilizes content management & scheduling tools to streamline posting workflows
- Implements platform-specific strategies to leverage trends, insights & search engine optimization
- Coordinates with clients to produce content that aligns with their brand identity, managing caption creation as well as uploads across social media

Director of Social Media

Revolve Creative Conference / August 2024 - Present

- Curates, creates and maintains compelling social media posts across multiple platforms that reflects the conference's vision and themes, showcasing speakers, workshops & breakout sessions
- Maintains an online presence by engaging and responding to comments and messages to build excitement leading up to the conference
- Works closely with fellow board members, speakers, and sponsors to ensure cohesive messaging and branding across social platforms

Content Creator

Innovate Smart Zone - Invent@NMU / October 2021 - December 2021

- Lead designer for Rewind Newsletter, a digital semester recap distributed to approximately 8,000 NMU students and faculty
- Provided outreach for consumer generated content, responded to comments, messages and all other inquiries on social media platforms
- Photographed university events and produced merchandise product images for Invent@NMU
- Developed, implemented and managed social media strategies and campaigns in alignment with University objectives

OTHER RELATED EXPERIENCE

Digital Media Specialist at Upper Productions / 2023 / Wrote engaging content that reflected

client brand identity, created visually compelling product images to enhance brand exposure

Public Relations Student Society of America / 2021 / Committee head for fall fundraiser

U.N. Sustainable Development Goals Training Seminar / 2021 / Learned about the 17 SDGs

created by the U.N. for local implementation, made an action plan for NMU

Celebrate Recovery / 2019 - 2020 / Website designer and manager

EDUCATION

Bachelor of Science in Social Media Design Management

Northern Michigan University / 2019 - 2021

Included public relations, marketing, graphic design, photography and videography

Minor in Psychology