

Devin Luker

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SKILLS SUMMARY

Adobe After Effects | Adobe Illustrator | Adobe InDesign | Adobe Premiere | Adobe Photoshop |
Canva Project Management | Social Media Management | Photography | Videography | UI/UX design
Motion Design | Informative Architecture | Event Management

PROFESSIONAL EXPERIENCE

Marketing Assistant 08/2022 – Present
Walnut Capital Pittsburgh, PA

- Develops event-focused marketing materials and communications to enhance event promotion and increase attendance by utilizing Mailchimp, Canva, and Adobe Creative Cloud software
- Oversees a monthly event budget, orchestrating high-quality resident events while optimizing costs through effective vendor negotiations
- Creates engaging advertisements and social media content via events, newsletters, and photo shoots to attract new residents while implementing strategic outreach for increased inquiries
- Collaborates in the management of multiple Instagram accounts, creating and curating engaging digital media posts, reels, and stories through photographs, video, and graphics for over 20,000 followers

Press Office Intern 05/2022 – 08/2022
Pennsylvania Department of Transportation Bridgeville, PA

- Produced compelling safety videos and digital content focused on relevant safety topics, reaching over 300,000 followers across Facebook, Instagram, and Twitter
- Strategized and executed the organization of over 30 successful media events and safety presentations, ensuring seamless preparation and delivery
- Crafted concise press releases, media advisories, and communication materials aimed at effectively disseminating key messages and enhancing public awareness of safety initiatives

Media Services Assistant 10/2021 – 05/2022
Point Park University Pittsburgh, PA

- Utilized Adobe Premiere, Adobe Photoshop, and Adobe After Effects to edit multimedia content captured during on-campus events, spanning photography, videography, and audio
- Aided in overseeing on-campus events, providing support while orchestrating the setup and operation of audiovisual equipment, impacting over 3,300 students
- Collaborated with event organizers, vendors, and presenters to coordinate and integrate multimedia components seamlessly for more than 40 diverse campus events

Communications 06/2016 – 12/2018
United States Air Force

- Delivered base-wide audiovisual communication support for up to 20,000 soldiers through Fenders, soundboards, and in-building sound systems
- Led the coordination of monthly base events, collaborating with public speakers, event organizers, and support staff to ensure seamless planning and execution

PROJECTS

Spinsburgh.com - Capstone Project

- Led the development of Spinsburgh, a website that empowers new vinyl collectors in the Pittsburgh area by providing essential guides, informative videos, and a look into the welcoming community

EDUCATION AND TRAINING

Bachelor of Arts in Multimedia, Point Park University 2021 - 2023 Pittsburgh, PA

Associate of Fine Arts in Graphic Design, Westmoreland County Community College 2019 - 2021 Youngwood, PA