

# Devon Pruden

Design - Engagement - Vision

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## Summary:

Established leadership skills with a successful track record of forward-thinking, product marketing, and digital asset development. A results-oriented team player with exceptional communication skills, a fresh perspective, and the ability to turn strategic direction into revenue driven results. Unmatched work ethic, a diverse work history of experiences, and the ability to thrive under pressure and deliver on shifting and demanding timelines. All these qualities set Devon apart as a candidate and a colleague.

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## Work History:

### *Marketing Director - SWK Management*

*Sep 2021 - Present*

Head of the corporate marketing team and responsible for the marketing strategy of their multiple independent business fronts. From brick-and-mortar retail stores, to direct-to-consumer e-commerce sites, to well-known construction services; our team's opportunities for involvement in the internal processes and client-facing aspects of these individual businesses continues to grow. Our main goal is to improve the function and operations of each business through well thought out and elevated branding and design.

Digital Design | Marketing | Web Structure | Client Facing Experiences | Lead Generation & Conversion

### *Art Director - Global Views + William D Scott*

*Apr 2018 - Feb 2020*

Head of the Art Department and all marketing, graphics, and printing for this well-established and reputable home decor company. Facilitated annual printing of two 500+ page printed catalogs, as well as the digital linked versions. Managed the full staff of the Art Department, including hiring and firing. Maintained, edited, and archived the photo library of years worth of product imagery. While acting as the Art Department head for Global Views, was simultaneously responsible for the B2C aspect of their business - William D Scott - poised at creating a client-facing, luxury decor experience with the highest level of curated goods. Personal responsibilities included the coordination between multiple departments to ensure company efficiency and the quality of the website and brand voice.

Print and Web Asset Development | Department Management | E-commerce | B2B + B2C companies

### *Brand Manager - Dallas Sidekicks + Real Soccer*

*Nov 2014 - Apr 2018*

Sole designer responsible for the marketing, branding, and asset development of this legendary professional indoor soccer team. Responsibilities ranged from client experiences, game-day resources, web graphics, billboard design, jersey design, brand standards and logo management. While acting as Brand Manager, was simultaneously Operations Manager for Real Soccer a multi-field indoor soccer complex. Handled customer relations, bookings and scheduling, staffing, events, social media, and marketing for that company as well.

Game-Day Resources | Branding | Vendor Management | Promotions | Social Media Management

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## Skills:

Adobe Creative Suite (Illustrator, Photoshop, InDesign) Email Marketing Platforms (Constant Contact, Mailchimp) Website Asset Development, User Interface, Branding, Content Development, Social Media Account Management, Brand Management, Print Assets, Advertising, Copywriting, and Presentations.

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## Education:

*University of Texas at Arlington - B.A. Communication Technology*

*Graduated 2009*

Major: Communication Technology, Minor: Mathematics, Graduated: Magna Cum Laude

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*I want to thank you for taking the time to review this information. I look forward to connecting with you.*