

DANIELLE DEVINE

COMMUNICATION + MARKETING SPECIALIST



1107 S VINE ST

DanielleDevineAZ@gmail.com

www.danielledevine.info

530.301.5205

OBJECTIVE

With over 20 years of experience, I am seeking a role in a dynamic organization where I can leverage my skills and expertise to make a positive impact. To help develop and execute organizational goals, drive engagement and growth, and creative meaningful connections. Please visit my portfolio website: DanielleDevine.Info

EDUCATION

ARIZONA STATE UNIVERSITY

2008 - 2010 | Master of Education:
Higher/Post Secondary Education

ARIZONA STATE UNIVERSITY

2004 - 2008 | Bachelor of Arts:
Communication

NOTABLE SKILLS

- Public Speaking
- Event Creation and Coordination
- Social Media Marketing
- SEO and Google Analytics
- Video Production and Editing
- Event Sales Software and Ticketing
- Angel Funding
- Email Marketing
- Membership Software and Billing
- Graphic and Web Design
- Team Building and Organizational Structure
- Networking
- Adobe Photoshop, Illustrator and Premiere
- Apparel Design and Sales

PORTFOLIO

www.DanielleDevine.info

EXPERIENCE

DIRECTOR OF COMMUNICATIONS AT CORNERSTONE CHURCH


2023 - PRESENT


- Oversee all internal and external communications for the church, including but not limited to social media, email marketing, branding, videos, graphic packages and website management.
- Develop and implement a comprehensive communication strategy for the church and manage communication projects from start to finish,
- Oversaw all websites, social media platforms and communication avenues.
- Hire, manage, invest in, and coach paid staff team.
- Build consensus, symmetry, and integration, on and through a team.
- Enlist, equip, and empower a team of volunteers to support communications.
- Provided quality control for all forms of media communication.
- Worked with the Creative Arts Director to assist in the creative and communications process for the Sunday worship experience.
- Supervised a team to create deliverables to staff and church body that effectively advertise and market different ministries to include all printed media, video and web-based media.
- Developed marketing/promotion plans and rules to manage email/text communications sent to the church body and utilized in services and in ministry.
- Branding and Art Direction: oversaw all graphic and video direction.


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EXPERIENCE

EXECUTIVE DIRECTOR AT FATHER'S HOUSE CHURCH

JULY 2011 - OCTOBER 2021

- Supervise, direct, and streamline business operations for a large 501(c)3.
- Implement a performance management process to compare achievements against goals and develop workable solutions.
- Partner with pastor and directors to develop business plans and implement new processes and policies.
- Oversaw Communication and Marketing teams.
- Ensured brand and message cohesiveness across all channels.
- Guide the management team in all aspects of business development, including consumer research, competitive research, and emerging opportunities.
- Led a staff 10 person team of directors.
- Pastored and mentored women in our recovery ministry.

FUNDRAISING EVENTS STARTED AND DIRECTED DURING TENURE:

- Lights of Hope (2021)
 - Conceptualized a free Christmas Light Walk event for the community that generated \$100k in revenue and garnered 16,500 attendees over 3 weeks.
 - Offered multiple avenues for fundraising, including concessions, merchandise, amusement attractions for kids, sponsorships and donations.
 - Coordinated activities of hundreds of volunteers; worked directly with sponsors, customers, staff and safety personnel.

- Gift of Hope (2016 to 2021)
 - Supervised a charitable event that provides 1,000 kids with Christmas gifts every year.
 - Engaged with sponsors and local businesses to raise money for gifts.
 - Liaised with leaders of large corporations for grants, sponsorships and participation.
 - Fostered community involvement by motivating the community to get involved in purchasing thousands of gifts.
 - Designed and directed a 3-day "Winter Wonderland" for the handout of gifts, which was attended by 2,000+ people and staffed by 100+ volunteers.
- Lord's Gym Mud Run (2014 to 2021)
 - Conceptualized, envisioned and directed a mud obstacle course race that grew from 350 to 10k+ people in 5 years.
 - Collected \$80k+ over 2 days each year through sales of food, merchandise, amusement activities, and race support services.
 - Planned event coordination of 100+ volunteers, including health professionals, salespeople, parking specialists, marketing department, food safety and sales, event registration, business and community partners.
 - Created and directed a school assembly program in 13 elementary schools.

BUSINESS + COMMUNICATION DIRECTOR AT LORD'S GYM


2011 - 2015


- Raised \$40k in initial funding to organize spaces, resources, and teams to build a 17,000 square foot non-profit fitness gym.
- Provided low-cost/no-cost gym memberships to 300+ area youth every month.
- Devised new fitness industry ideas to enhance business revenue and fill market gaps.
- Drove business growth from \$0 to \$480,000 in annual revenue over 3 years.

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- Grew gym membership from zero to 2,000+ members in 3 years.
- Executed marketing strategies to target key consumers and increase customer base.
- Recommended and implemented procedural changes to enhance services rendered to customers.
- Oversaw all marketing and advertising and led a team of graphic designers and videographers.
- All growth was driven by an aggressive social media marketing strategy.

ACHIEVEMENTS

ACADEMIC:

- Pac-10 All-Academic Team (2007-2009)
- Senior Athlete of the Year (2009)
- Dean's List 3x
- Sun Devil Scholar-Athlete 10x
- Pat Tillman Scholar (2007-2008)
- NCAA Leadership Council (2008)
- Pac-10 Leadership Council (2009), (2010)
- Student-Athlete Advisory Committee
- President (2010)
- Graduated Cum Laude

COMMUNITY:

- Recognized as community leader during worst National Disaster in U.S. history. (Paradise Wildfire 2019).
- 500+ hours of community service during college.
- Sports Illustrated Community Service Recognition (2008)
- 5x Team Community service award winner (2006, 2007, 2008, 2009 & 2010)
- Coordinated aid and resources during major wildfire with 30,000+ displaced individuals.
- Worked with major aid organizations: Red Cross, Convoy of Hope etc.

ATHLETIC

- Recipient of Athletic Scholarship
- Pac 10 All-Conference (2010)
- ESPN The Magazine Academic All-District VIII 1st Team (2009-2010)
- Team Captain (2009-2010)
- 2010 WNBA draft prospect
- 2x NCAA Tournament All-Tournament Team (2007 & 2009)

REFERENCES

Charlie Turner-Thorne

WNBA Assistant Coach | Phoenix Mercury
480-734-0534

Josiah Igono

Performance Psychology | Former Performance
Director for Texas Rangers
603-466-0498