

Devin Abell M.S.

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EXPERIENCE

Team Green Law *Marketing Manager*

Indianapolis, IN
(Aug 2025-Present)

- Lead the firm's marketing strategy to align with growth goals and brand positioning.
- Oversee SEO, PPC, website performance, and analytics to increase digital visibility and lead generation.
- Manage content strategy across social media, attorney bios, case studies, and campaigns to build brand authority.
- Coordinate community outreach, PR, and referral programs to strengthen visibility and client relationships.

Fire Dawgs Junk Removal & Allied Junk Partners *Digital Marketing Specialist*

Indianapolis, IN
(May 2022-Oct. 2024)

- Led digital marketing initiatives for a portfolio of four junk removal brands.
- Developed and executed go-to-market strategies for eight new location launches.
- Authored 2,500+ SEO-optimized web pages and blog content for junk removal websites.
- Directed email marketing campaigns and SMS automations for a CRM contact list of 90,000 customers.
- Oversaw and optimized a \$1.2M annual Google Ads portfolio to maximize ROI and campaign performance.
- Produced photo, video, and graphic content for 14 social media accounts to boost presence and audience engagement.
- Planned and executed logistics for three trade shows, enhancing brand visibility and lead generation efforts.
- Served as the primary point of contact for all vendor correspondence and relationship management.

The Butler Collegian *Sports Editor*

Indianapolis, IN
(May 2021-May 2022)

- Managed and mentored a team of 22 writers for the Sports section, providing editorial guidance and leadership.
- Assigned and managed reporter beats for 18 NCAA Division-I Butler sports.
- Produced and published 22 print & digital editions over two academic semesters.
- Fostered partnerships with Butler Athletics to coordinate and conduct interviews with key personnel and athletes.

Sports Reporter

(May 2019-May 2021)

- Wrote and published 29 articles on Butler Athletics and professional sports.
- Served as the Butler Football beat reporter for two consecutive seasons.
- Conducted interviews with athletes and key personnel to gather insights for feature stories and game coverage.

Opinion Columnist

(Aug. 2018-May 2019)

- Wrote and published six opinionated professional sports articles.
- Performed in-depth research to support the development of accurate and engaging articles.
- Sourced and interviewed relevant individuals to craft well-informed, persuasive opinion articles.

EDUCATION

Butler University | Master of Science in Strategic Communications

Aug. 2022 - May 2024

Butler University | Bachelor of Arts in Sports Media with Honors, Journalism Minor

Aug. 2018 - May 2022

SKILLS

Expertise: | A/B testing | AP Style | B2B | B2C | Backlinks | Copywriting | CRM | CSS | Email Marketing | HTML | SEM | SEO | SMS |

Google: | A4 | Analytics | GMB | G-Suite | Looker Studio | LSA | My Business | Pay-Per-Click (PPC) | Search Console | Tag Manager |

Platforms: | Asana | Brightedge | Hubspot | MailChimp | Microsoft Teams | Pardot | Salesforce | SEMRush | Trello | WordPress |

Software: | Adobe Illustrator | Adobe Photoshop | Adobe Suite | Canva | CapCut | Final Cut Pro | Microsoft Office | OpenAI | Yoast |