

Devin Abell M.S.

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EXPERIENCE

Fire Dawgs Junk Removal & Allied Junk Partners

Indianapolis, IN

Digital Marketing Specialist

(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

Indianapolis, IN

Sports Editor

(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.

Indiana State Fairgrounds and Events Center

Indianapolis, IN

Sign Shop Intern

(June 2021-Aug 2021)

- Designed 250+ banners, wind masters, and various signage for fairgrounds and event patrons.
- Processed and tracked signage orders through the project management system to ensure timely completion.
- Collaborated with the marketing department to create signage that aligned with brand standards for sponsors.
- Successfully planned and executed the 2021 Brewers Cup, overseeing event logistics, coordination, and operations.
- Provided emergency signage and materials signage for vendors during the 18-day Indiana State Fair.

EDUCATION

Butler University | Master of Science in Strategic Communications

Aug. 2022 - May 2024

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

Aug. 2018 - May 2022

SKILLS

Expertise: | A/B testing | AP Style | B2B | B2C | Backlinks | Copywriting | CSS | CRM | 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 | Hubspot | MailChimp | Microsoft Teams | Monday.com | Pardot | Salesforce | SEMRush | Trello | WordPress |

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