

# DEVAN WECKERLY LAMBERT

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## SUMMARY

Strategic marketing leader with 8+ years of progressive experience in marketing, communications, branding, and public relations. Proven success in increasing organizational visibility, managing multi-channel campaigns, leading teams, and aligning marketing strategy with business objectives. Strong background in digital marketing, SEO/SEM, media relations, and community engagement.

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## WORK EXPERIENCE

- **Director of Marketing, Better Business Bureau** **June 2022 - Present**
  - Develop and execute BBB's annual marketing plan, coordinating multi-channel campaigns across digital, print, social media, advertising, and community outreach.
  - Manage marketing and advertising budgets; oversee all advertising campaigns to ensure brand consistency and measurable ROI.

### **Marketing Specialist, Victim Assistance Program** **Dec 2017 - June 2022**

- Oversaw social media strategy, content creation, and performance analysis.
- Designed and implemented professional, culturally competent marketing materials supporting outreach and education initiatives.
- Analyzed multi-channel marketing performance and adjusted strategies to improve engagement.

### **Staff Assistant, City of Canton Mayor's Office** **June 2016 - Dec 2017**

- Managed and updated official social media accounts and website content.
  - Coordinated the City's United Way of Greater Stark County Campaign.
  - Oversaw the City internship program and served as liaison for Public Safety and Public Service offices.
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## EDUCATION

### **Bachelor of Arts, Communication** **Aug 2012 - May 2016**

University of Mount Union

- Minors: sociology, history
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## ADDITIONAL INFORMATION

- **Core competencies:** Marketing strategy & planning, brand management, public & media relations, digital marketing (SEO/SEM), social media strategy, graphic design, project management
- **Technical skills:** Microsoft Office Suite, Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom, Audition, Premiere Pro, Animate), SharePoint, Apple OS & PC
- **Awards/Activities:** AAF Akron High-Five Award for Production

## **BIOGRAPHY**

Devan is a marketing and communications professional with more than eight years of experience in branding, digital marketing, and public engagement. She currently serves as Director of Marketing for the Better Business Bureau, where she oversees advertising, social media, and outreach initiatives that connect consumers with trustworthy businesses. With a background spanning nonprofit advocacy, local government, and broadcast media, she brings a practical, people-centered approach to storytelling, transparency, and brand trust.