

Michael DeVault

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An award-winning writer, editor, and manager with 15 years' experience in print, broadcast, and online media management, I am a vibrant and engaged editor and media manager with extensive experience in diverse markets.

Key Proficiencies

Communications: On-page search engine optimization (SEO) and SEO writing; keyword-research strategy development; long-form features writing, general assignments reporting, and story assignment management; copy editing, editing, page layout and design; proficiencies in AP Style Guide and Chicago Manual of Style, lede development; general marketing and promotional planning and execution, media budgeting, public speaking, and media appearances; project management, matrix operational management, and newsroom management.

Tools and Software: Expert-level user of the following platforms: Adobe InDesign, Photoshop, and Illustrator; Microsoft Office; Quark Xpress; WordPress; SEMrush, SpyFu, Google Analytics. Working knowledge of multiple CMS systems, HTML layout and design, CSS, and Java-Script/XML implementation; integrated online learning systems Moodle, D2L, and Blackboard.

Education

Creative Writing, Non-Fiction, M.F.A.
English, B.A.

Lindenwood University - December 2013
University of Louisiana - Monroe - December 2012

Publishing and Marketing Experience

Marketing and Business Consultant/Contractor *December 2009 - Current*

- Created marketing strategy and content for multiple regional and international brands; researched and wrote financial advice pieces for radio host Dave Ramsey; managed marketing for non-profits, celebrities, and corporate media clients; executed numerous brand launches and major media events.
- Assisted C-suite directors of a Fortune 25 company to create more than 1,000 policies and procedures to comply with federal mandates; coordinated final creative project of Stan Lee with artist Rob Prior.

Franchise Writer, Brand Journalists *June 2016 - September 2018*

- Developed brand strategies for top franchise brands including SONIC, Steamatic, and Fantastic Sams; researched and wrote informative, buyer-focused pieces for assigned brands; launched new franchise brands, including Outback Guttervac and Revolism.
- Implemented a competitive, credit-granting internship program across all divisions for students at universities and colleges across Middle Tennessee; introduced Persona Marketing to organization.

Staff Writer, BayouLife Magazine *January 2013 - April 2016*

- Wrote feature-length articles about political and cultural notables, national and international film and music stars, and regional citizens; profiled His Holiness the Dalai Lama, May, 2013.

- Originated monthly book reviews column, "Nightstands and Coffee Tables;" created the "Icons Ball," an annual charity event highlighting each year's monthly "Bayou Icon" honorees.

Publicity Manager, Webster Public Relations

April 2015 - August 2015

- Created and managed media plans and organized and tracked inbound requests for clients such as the Oak Ridge Boys, Dolly Parton, and Hank Williams Jr; coordinated major media and public events to maximize client exposure.
- Led marketing and P.R. efforts for Oak Ridge Boys' *Rock of Ages*, navigating this 2015 album to No. 8 on the Billboard Charts; managed public relations and media for Tanya Tucker's comeback year.

Editor, Ouachita Citizen

September 2011 - January 2013

- Managed daily operations of 4-6 news and sports team to ensure delivery of timely, high-quality content to the readership of a Louisiana Press Association award-winning weekly newspaper.
- Executed a "flag-to-footer" redesign to incorporate the latest trends in content and advertising delivery; coordinated development of a new, state-of-the-art web presence and the paper's transition into the Digital Age.

News Editor, Ouachita Citizen & The Franklin Sun

September 2005 - December 2009

- Supervised newsroom staff and photographers, managed production schedule, and covered government beat and breaking news; wrote award-winning editorials and agri-business features.
- Extended coverage of the BP oil spill, funding crises in law enforcement, local health and hospitals management and operations, and Hurricane Katrina.

Editor in Chief, Bayou Outdoors Magazine

August 2003 - July 2004

- Led monthly outdoor living magazine focused on fishing, hunting, and watersports; designed all pages and oversaw story assignments to dozens of contributing writers.
- Developed and implemented top-to-bottom business plan to ensure continued profits and growth; calculated new, cost-basis rate cards costs and renegotiated print contracts to minimize expenses.

Other Relevant Experience

- **Director of Marketing and Development**, Strauss Theatre Center (2009-2011): Managed \$250,000 media budget and coordinated charitable giving and fundraising.
- **In-House Marketing Director**, Ready Decks Inc. (2006-2014): Cultivated brand image, researched market, and coordinated national marketing campaign for franchise company and numerous franchisees throughout the U.S.
- **Senior Account Executive**, Bayou Internet (1998-2000): Grew sales from one representative at \$50,000 in gross sales to five representatives with gross sales of more than \$2.5 million per year.
- **Technical Writer**, JPMorgan Chase (2007): developed high-value, targeted processes and procedures for mortgage division, technical assets to produce high-impact, stepped processes.
- **On-Air Investigative Reporter**, KNOE News (2008-2009): researched, produced, and delivered "hard-hitting" news reports on public corruption.
- **English Instructor**, various colleges and universities (2013-present): taught college composition, technical writing, and film courses via face-to-face and online media.

Leadership and Civic Involvement

Alpha Chi National Collegiate Honors Society; Alpha Kappa Psi 2014 Honorary Member, Beta Chi chapter, LSU; Louisiana Purchase and Gardens Zoological Society, president, 2005-06; Strauss Theatre Center, Marketing and Communications Director, 2004-08; on-air fundraising volunteer, KEDM Public Radio; member, Lions Club International; Pilots for Patients, logo and branding development.

Awards and Achievements

- "Let Them Play Ball" - August 17, 2012, 1st Place, Best Single Editorial, 2012 LPA Awards
- "Ouachita Correctional Center" reports - March-September, 2012, 3rd Place, Best Continuing Coverage, 2012 LPA Awards
- *The Patriot Joe Morton*, 2010 First Runner Up, Novella. Pirate's Alley Faulkner Society Faulkner Medal.
- "Good Fences," 2014 Finalist, Essay. Pirate's Alley Faulkner Society Faulkner Medal.

Clips and Publications

- Professional Portfolio, various publications
<http://www.michaeldevault.com/MDeVaultPortfolio.pdf>
- Lead Generation SEO writing, October 2019 - How to Start a Fire Water Restoration Business
<https://restoration1franchise.com/how-to-start-a-water-fire-restoration-business/>
- BayouLife Magazine, February 2016 - King of Hearts
<http://www.bayoulifemag.com/king-of-hearts/>
- BayouLife Magazine, May 2015 - DIANNE! The Unauthorized Biography of Dianne Cage
<http://www.bayoulifemag.com/dianne-the-unauthorized-biography-of-dianne-cage/>

References

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