DEVIN NORRIS

https://www.linkedin.com/in/devinnorris/• 205-269-9475 • drnorris@uab.edu • Birmingham, AL

## SKILLS

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| Social Media StrategiesCampaign ManagementAdobe LightroomPhotographyStrategic Planning | Microsoft Word and PowerPointContent OptimizationWordPressHootsuiteProblem Solving | Content CreationCampaign BuildingWritingEvent PlanningOrganization |

**Education**

**University of Alabama**

**Zeta Tau Alpha Sorority 2016**

Bachelor of Arts – Psychology

**University of Alabama at Birmingham 2020**

Master of Arts – Communication Management

**Experience**

 **2020-Present**

**Day of With Dana; Birmingham, AL**

**[Wedding Coordinator Assistant](https://www.linkedin.com/search/results/all/?keywords=Day%20of%20with%20Dana%20)**

Assist with wedding day organizing.
Provides direction to wedding party and guests.
Prepares and sets up event decorations.
Liaison between photographers, wedding party, and venue staff.
Completes wardrobe checks before scheduled photographs and ceremonies.
Run errands for coordinator as needed.

**Shipt: Birmingham, AL 2019-Present**

**Shipt Shopper**

Uses the Shipt app to accept orders from Shipt members in the Birmingham area.
Accurately shops and delivers orders to member homes.

Provides customer service through an open line of communication with both Shipt members and store employees throughout the duration of the order.

**Children’s of Alabama; Birmingham, AL 2019**

**Internship**

Produced and maintained projects in support of the Corporate Communications and Marketing team at Children’s of Alabama:
Organized and executed marketing campaign initiatives:
Scheduled, interviewed and photographed selected employees for “Behind the Mask - Employee Superheroes” social media campaign.
Wrote a public service announcement advocating for the Psychiatric Intake Response Center (PIRC), which aired on 107.3 Birmingham Mountain Radio.
Coordinated Instagram holiday safety Q&A for public education and engagement.
Coordinated and produced Twelve Days of Poison Control campaign Produced articles, including interviewing experts, photographing and editing photos and story writing for the hospital-wide monthly “Our Way” newsletter.
Assisted media relations team with public events.
Worked as an internal liaison to keep web resources up to date.
Developed event promotional press releases and educational blog posts.
Tracked and reported on all metrics and data trends for Childhood Cancer and Blood Disorders
Awareness Month social media campaign.
Produced tobacco and smoking policy content for Children’s of Alabama and the Health District website.