

DEVIN D. PORTER

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SUMMARY OF QUALIFICATIONS

- Creative abilities of a classically trained artist and analytic skills of a top business school graduate.
- Strong background in both quantitative and qualitative research, as well as data analysis and mining.
- Over a decade of project / program management and evaluation experience, primarily with nonprofits.

RELEVANT WORK EXPERIENCE

Sole Proprietor ~ Good Measures (Seattle, WA)

My freelance design and consulting work has provided design and metrics assistance to small-to-mid sized for- and nonprofit businesses. Primary foci include:

- **Information Design / Data Visualization** – Translated complicated data into easily read, visually appealing graphics.
- **Analytics Development** – Created low-cost, user-friendly research tools and methodologies (e.g., statistical analysis, online surveys, weighted average equations, sensitivity analysis, call scripts).

Developer, Research & Methodology ~ Shiftalliance (Seattle, WA)

During my tenure, this consulting firm and tech start-up was developing software meant to help businesses engage positively with clients, employees, and communities. My efforts focused on:

- **Research Strategy and Design** – Developed organizational research framework and processes for all research, evaluation, and analytics efforts.
- **Strategic Input** – Served on leadership team, introduced tools to leverage program data towards improving the company's future efforts and opportunities.

Interim Executive Director ~ West Seattle Helpline (Seattle, WA)

In addition to overseeing all business functions (daily operations, program management, service provision), I performed the following programmatic and administrative upgrades:

- **Program Evaluation and Analysis** – Created new systems for gathering and analyzing program data, prompting strategic changes in client selection and program fulfillment.
- **Operations Streamlining** – Developed low-cost automated systems for client data collection and prioritization, improving client data accuracy and consistency.
- **Strategic Alignment** – Guided revision of mission statement and board structure to better match evolving program needs.

ADDITIONAL WORK EXPERIENCE

Marketing Director ~ Prudential Preferred Properties (Chicago, IL)

While in this role the company grew from start-up to the largest Chicago area Prudential affiliate, with six regional offices and over 200 agents.

- **Graphic Design / Advertising** – Developed concepts, content, and processes for all marketing materials (e.g., weekly newspaper ads , direct mail programs, and special projects).
- **Executive Management** – Served on guiding executive team. Oversaw workflow and deadlines for a team of eight. Ensured all marketing pieces met contractual Prudential brand agreements.
- **Financial Oversight** – Managed annual advertising budget of \$1.3M. Refined departmental processes, saving over \$160K annually while increasing content control.

Gallery Manager ~ The Clay Studio (Philadelphia, PA)

Primary responsibilities included the oversight of all exhibition-related projects and programs; managed a shifting team of paid assistants, resident artists, and volunteers.

- **Gallery Programs** – Monthly design and installation of three exhibition spaces. Day-to-day management of all gallery functions (sales, shipping, marketing). Curated multiple shows.
- **Public Relations** – Built and maintained relationships with major collectors. Lead facility tours. Represented the Studio at exhibitions across the country. Wrote and distributed press releases.

EDUCATION

2006 MBA ~ University of Colorado (GPA: 3.92)

Coursework on business metrics and analytics, financial oversight, program / personnel management, and accounting. Inducted into Beta Gamma Sigma (MBA Honor Society).

2006 MS Marketing ~ University of Colorado (GPA: 3.92)

Extensive work in quantitative and qualitative research. Led several projects generating and analyzing program/client data for area nonprofits. Named Outstanding Graduate of my class.

2005 Graduate Certificate in Entrepreneurship ~ The Bard Center (GPA: 4.0)

Studies in business plan development, entrepreneurial law, and new business marketing.

1998 MS Arts Administration ~ Drexel University (GPA: 3.51)

Emphasis on nonprofit business and program management. Thesis project (an exhibition of contemporary condiment shakers) traveled the country and generated over \$24K in sales.

1990 BFA ~ University of Hartford

Primary efforts in visual theory, color design, and art history.