

# DEVON HOPKINS

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**MARKETING DIRECTOR**  
**CONTENT**  
**CARTO**  
Brooklyn, NY  
1/2017 - 1/2018

- Responsible for content and messaging strategy across customer journey, from lead acquisition to sales consideration to customer and partner communication.
- Developed and implemented messaging architecture for go-to-market strategy to transition the CARTO brand from geospatial startup to leader in Location Intelligence, a new market segment adjacent to GIS and Business Intelligence.
- Managed strategy and execution of lead generation campaigns, including Location Intelligence for Dummies and The State of Location Intelligence 2018, generating over 3000 sales accepted leads.
- Increased unique visitors to the blog from 20,000 per quarter to over 100,000. Over 50% of all sales opportunities created in 2017 read at least one blog post while in the sales process.

**DIRECTOR**  
**MARKETING & COMMUNITY**  
EveryAction / NGP VAN  
Washington, DC  
12/2015 - 1/2017

- Accountable for strategic execution of content marketing, product marketing, demand generation, and sales prospecting.
- Generated over \$12 million in qualified leads to the sales pipeline.
- Grew organic traffic to 35,000 unique visitors per month and built an inside sales team that converts 15-20% of leads to sales ready.
- Managed account-based campaigns that created relationships with over 150 national-level nonprofits, consultants, and agencies.

**DIRECTOR**  
**INBOUND MARKETING**  
EveryAction / NGP VAN  
Washington, DC  
8/2014 - 12/2015

- Managed \$750,000 annual budget, built a 9-person marketing team, and brought to market EveryAction, a CRM for nonprofits.
- Generated \$1,000,000 in marketing-sourced revenue, over 30% of the revenue for the first year.
- Piloted webinar series with average monthly attendance of 1000.
- Launched a consultant partner program that refers millions of dollars of business each year.

**DIRECTOR**  
**CLIENT SOLUTIONS**  
Social Driver  
Washington, DC  
10/2012 - 8/2014

- Managed a portfolio of seven to ten clients, delivering websites, mobile apps, and strategies totaling over \$600,000 in revenue.
- Led a 6-person cross-functional project team using agile project methodologies.
- Produced over 120 proposals in excess of \$6 million, leading to \$2.4 million in contracted work.
- Managed the Social Driver blog, which produced qualified leads on a weekly basis, leading to over \$500,000 in revenue.

**ASSOCIATE**  
9/2011-10/2012

**WESLEYAN UNIVERSITY**  
BA, Dance, Psychology  
2011

Graduated Phi Beta Kappa with a 3.95 GPA. Built a double major around the intersection of social psychology, choreography, arts, and new technology.