

245 Jefferson Street, 3R
Brooklyn, NY 11237

DEVON HOPKINS

MOBILE

(301) 509-4777

EMAIL

dghopkins@gmail.com

EXPERIENCE

DIRECTOR, MARKETING & COMMUNITY

EveryAction / NGP VAN
Washington DC
12/2015-Present

- 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

Social Driver
Washington DC
9/2011-10/2012

- Launched an inbound marketing strategy, increasing website traffic from 300 to 30,000 unique visitors per month and converting over \$200,000 in revenue.
- Wrote over 60 proposals in the excess of \$2 million, leading to \$750,000 in sales and a 100% growth in annual revenue.

EDUCATION

WESLEYAN UNIVERSITY
BA, Dance, Psychology

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