Devin Harris

linkedin.com/in/devinharris-/ | Detroit, MI | devinmbh@gmail.com | devintrill.com

Experience

prod. trill | Content Creator & Music Producer *Crestview, FL | 03/2020 - Present*
- Reached 115K+ Spotify listeners (up 25x YoY) and 8.8M+ views and streams; earned $2K+ in royalties and ad revenue
- Built a short-form TikTok beat series: 4 videos over 380K views; 15% engagement rate on 3.3M views
- Ran 17 paid TikTok campaigns on $417 in spend: 161K+ views at a $2.59 CPM, under 5% of the account's 3.3M views
- Launched a YouTube beat channel in Jan 2025; grew it to 994K views and 3.6K subscribers and monetized it
- Released 6 tracks: 500K+ streams in 149 countries; monthly streams grew from under 100 to 50K+ in 3 months
- Produced tracks for artists; collaborations have 4M+ plays on Spotify, SoundCloud, and YouTube

Lovesick Hills | Founder & Creative Director *Crestview, FL | 07/2023 - Present*
- Founded a direct-to-consumer apparel brand including brand identity, 15 original designs, and a Shopify e-commerce store
- Planned and ran pop-up retail activations on the FSU campus, selling 40+ units across in-person and online channels
- Produced product and lifestyle photo and video content; ran Instagram campaigns to drive traffic to drops and pop-ups

Freelance Web Design & Branding | Freelance Web Designer *Tallahassee, FL | 02/2024 - Present*
- Delivered $3K+ in paid website and branding projects for 4 clients, including artists and small businesses
- Scoped client goals, pitched solutions, and built sites with custom code (Next.js, React, CSS), WordPress, and Shopify
- Built sacredluxes.com, a booking site for a luxury hair studio, and aarongabrielgraham.com, a stage actor's portfolio

UFO Studios | Studio Manager & Marketing Coordinator (Internship) *Tallahassee, FL | 08/2025 - 01/2026*
- Ran social media and promotions at 5 posts a week; grew the studio's Instagram from 300 to 900+ followers in 5 months
- Worked with 50+ artists on bookings, sessions, and deliverables; led a team of 10 producers and engineers
- Oversaw recording, mixing, and mastering using Pro Tools and FL Studio

Hurlburt Field Community Pool | Lifeguard *Fort Walton Beach, FL | 06/2023 - 08/2024*
- Monitored aquatic facilities and enforced safety protocols to ensure the well-being of up to 200 patrons daily
- Responded to emergency situations and administered first aid, maintaining certifications in CPR and lifeguarding

Crocs | Retail Sales Associate *Destin, FL | 05/2021 - 05/2022*
- Created an accessory bundle promotion to lift sales of an underperforming shoe line
- Trained new associates on sales techniques, customer needs discovery, and handling objections

Projects

Omni | Omnichannel Analytics Dashboard *02/2026 - Present*
- Created a dashboard (www.omnianalytics.app) tracking reach, engagement, and follower growth across 6+ platforms
- Built platform-specific modules with traffic source analysis and top-content rankings to guide releases and promotion

Education

Florida State University | B.S. Marketing; B.S. Management *Tallahassee, FL | 08/2022 - 05/2026*
3.3 GPA | Dean's List (3 Semesters) | Relevant Coursework: Social Media Marketing, Consumer Behavior, Innovation & Marketing of Small Business, Innovation Management, Retail Management, Marketing Research, Business Development

Skills

Marketing & Management: Content Strategy, Social Media Management, Content Creation, Digital Marketing, Paid Social Advertising, Product Marketing, Go-to-Market, Branding, E-commerce, Event Planning, SEO, A/B Testing, Project Management, Team Leadership, Customer Relationship Management, KPI Tracking
Analytics & Tools: Google Analytics, Social Media Analytics, Data Visualization, TikTok Ads Manager, Shopify, WordPress, HubSpot, Mailchimp, Klaviyo, Google Workspace, Microsoft Office (Word, PowerPoint, Excel)
Creative: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects), Video Editing, Graphic Design, Figma, Canva, UI/UX Design, Music Production, Web Design