

Teagan DeVaul

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EDUCATION

University of Illinois at Urbana-Champaign, **Champaign, IL**
Bachelor of Science, Marketing and Information Systems, Gies College of Business Expected Graduation: May 2027
Minor, The Hoeft Technology & Management Program GPA: 3.97/4.0

PROFESSIONAL EXPERIENCE

The Hoeft Technology and Management Program **Champaign, IL**
Event Operations and Communications Coordinator June 2025-Present

- Plan and execute high-level, cross-platform social media strategy for content generation that appeals to current and prospective T&M students, alumni, and program partners
- Create social media content to recapitulate program events and highlight cohort achievements using Adobe Design Suite, which increased Instagram viewership by 344% from July to August 2025
- Develop recruitment communication procedures that are dynamic and tuned to newly launched internal software
- Wrote the handbook for the launch of the new Pathways of Development (PODs) program to prepare PODs leaders for their roles complete with graphics and timelines to aid in understanding their responsibilities and expectations

The Perfumery **New Albany, IN**
Digital Marketing Specialist August 2024-Present

- Develop processes and training materials to create over 500 new product images for the Perfumery's e-commerce website by utilizing Excel equations for progress tracking and exporting information from the company's master database
- Designed and submitted booth wall graphics and branded customer giveaways as well as accompanied sales force to an international conference in Las Vegas, NV
- Collaborate cross-functionally with sales and chemistry departments to maximize the quality of marketing content

Gies Global **Champaign, IL**
Semester Programs Assistant August 2024-Present

- Design and analyze user experience surveys to provide upper-level administration with insights to improve future study abroad experiences via processing semi structured and quantitative data using in Python with Term Frequency-Inverse Document Frequency, tokenization, data visualization, and other coding techniques
- Verify the accuracy of over 140 international student applications bi-annually to expedite the process of attaining students' United States visas
- Collaborate with staff members in the Spain batch visa process, which includes collecting passports, organizing 70 individual files of student acceptance letters and passport images, and dispersing visas and updated travel documents to students
- Coordinate 12 question and answer sessions with over 150 future and returning semester study abroad program students based on individual students' availability and room availability constraints
- Operate customer service desk by answering questions and problem solving for domestic and foreign students in person, over the phone, and via email
- Train new staff on the international student application review process as well as routine responsibilities

CERTIFICATIONS

IT Security Foundations: Network Security **Online**
National Association of State Boards of Accountancy (NASBA) Issued May 2025

Certified Scrum Master **Champaign, IL**
Scrum Alliance Issued April 2025

BUS 301 Team Leader **Champaign, IL**
Gies College of Business – University of Illinois Urbana-Champaign Issued April 2025

SKILLS, INTERESTS, & INVOLVEMENT

Skills: Adobe Design Suite (Intermediate) | Microsoft Excel (Intermediate) | Python (Intermediate) | SQL (Intermediate) | Relational Data Modeling | Database Design

Interests: Swing Dancing | Journaling & Creative Writing | Music | Social Media | Graphic Design | Travel | Sustainability | Research | Academia

Involvement: Illini String Orchestra, Illini Swing Dancing Society, The American Marketing Association