

DEVIN W STREET

devin_street@kenan-flagler.unc.edu
(828) 284-8829
devinstreet.net

EDUCATION

The University of North Carolina at Chapel Hill – Chapel Hill, NC

August 2019 – May 2023

Assured Admit at Kenan Flagler Business School
Double Major in Business and Media & Journalism
Minor in Entrepreneurship

Honors and Awards

- FBLA 2019 National Mr. Future Business Leader
- UNC Johnston Scholarship
- UNC Makeathon Winner
- Published Author of Social Media Marketing Books

EXPERIENCE

The Street Brand

August 2020 - Present

CEO

- Design streetwear apparel items for clothing collections
- Create marketing campaigns to market online store
- Designed an online website to sell merchandise
- Negotiate with vendors to manufacture clothing items
- Manage financials and charity donations

Creator Central

April 2017 - Present

Founder

- Started the company as an online education business teaching users to edit and market online video
- Plan, edit, and produce multiple videos weekly
- Communicate professionally for sponsorship deals with brands like Amazon, TubeBuddy, and Polygon
- Designed an online website that offers videos, articles, services, and merchandise
- Communicate with businesses for website redesign and online marketing strategy planning

Mission: Scholarship Inc. – Chapel Hill, NC

March 2020 – June 2020

Social Media Manager

- Creating and publishing content for social media platforms
- Managing, scheduling post, and replying to comments on all social media platforms
- Expanding social media presence to platforms like LinkedIn and Facebook
- Assisted with writing and publishing book on Amazon

LEADERSHIP AND COMMUNITY INVOLVEMENT

Phi Beta Lambda – Chapel Hill, NC

August 2019 - Present

Vice President

- Recruited over 30 members to the chapter
- Presides over meetings in absence of President

Acts2Fellowship – Chapel Hill, NC

November 2019 - Present

Video Editor

- Plans videos for upcoming promotions
- Editing Spring promotional project for recruitment

ADDITIONAL INFORMATION

- Proficient in Adobe products including Premiere Pro, Photoshop, After Effects, and Illustrator
- Experience speaking at business conferences and teaching social media marketing workshops with up to 3,000 people
- Currently part of other start-up projects like shopping analytics company, Shoq