

Devan Stuart Lesley

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Strengths

Experienced in the print / television journalism and public relations fields, including writing breaking news articles, magazine-style features, newsletters and promotional materials; proficient in developing stories, packages and series for print, online and broadcast media; possesses strong interviewing, storytelling and copy/content editing skills and consistently delivers on deadline.

Professional Experience

- Jax Life Radio 8/16-Present
Produce and co-host weekly radio show covering Northeast Florida history and heritage, and airing on WOKV, 104.5 FM, 690 AM.
- Stuart Media, LLC 1/14 - Present
Provide various writing, scripting, SEO, content and social media management and website development services.
- AppSoft Development, SEO/SEM Copywriter, Blogger 11/09-11/14 fulltime, currently freelance
Write website marketing content and blogs for various clients; plan and schedule social media posts.
- EnFocus Media, Producer, 10/07-10/08
Produced and wrote video projects including commercials, corporate/promotional videos and documentary projects.
- Courthouse News, Reporter, 10/04-10/07
Reported on civil court cases in Federal, Duval, Clay, St. Johns, Nassau, Marion and Lake County courts.
- Jason Mudd Public Relations & Marketing, PR Assistant, Writer 5/04 – 10/04
Handled media and corporate relations activities for clients including writing of media releases and magazine features, and market research.
- *Jacksonville Magazine*, Staff Writer, 12/03-5/04
Wrote features articles on travel, fashion, homes, history and public figures, advertorials and advertising copy for *Jacksonville Magazine* and *Jacksonville Design*.
- *The Business Journal*, Senior Writer, 6/00-11/03
Joined as Marketing Reporter and advanced to Senior Writer in 16 months. Developed "Risk Takers" profile series, provided weekly reports and sports business features to *Street & Smith's Sports Business Journal*. Won five Florida Press Association Awards.
- Festivities Publications, Writer, Editor 2/99-10/99
Edited and wrote majority of copy for *COSTUME!* magazine. Served as Assistant Editor and Writer for *Gift Basket Review* magazine.
- Renda Broadcasting WEJZ / WWRR, Promotions & Sales Assistant, 10/97-11/99
Redesigned all marketing and sales materials, leading to increased airtime sales. Assisted talent during promotional appearances and remote broadcasts.
- Gannett Broadcasting WTLV-12, Associate Producer, 11/96-10/97
Produced and wrote 5:30 a.m. newscast, co-produced and co-wrote 6 a.m. newscast.
- Post-Newsweek WJXT-4, News Production Assistant, 1/96-11/96
Co-wrote 5:30 p.m., 6 p.m. and 11 p.m. shows, rolled prompter, gathered news feeds and delivered scripts.
- Jacksonville Jaguars Broadcasting Department, Production Assistant, 10/94-1/96
Wrote scripts for magazine shows, Maintained video library.

Freelance Experience

- Freelance correspondent for *People*; *SheKnows.com*, *Suite101.com* covering travel, celebrity, crime and human interest stories.
- Former freelance correspondent for *Chicago Sun Times* (Travel Section), *North Florida Doctor*, *Health Source*, *Mature Matters* and *Jacksonville Lawyer*.
- Articles have appeared in various other publications, including *Orlando Business Journal*, *Folio Weekly*, *Pageantry* magazine, PGA Tour publications and others.
- Consulted on production of 30-minute documentary, *Hollywood East: Florida's Silent Film Legacy*
- Currently freelance as Media / Public Relations Consultant for Erin Healy Designs, St. Augustine, FL-based fashion designer
- Currently developing two documentary projects involving historical aspects of Jacksonville's governmental and film history.
- Co-produced and co-wrote 6-part television documentary series, *Crisis in our Community*, for Bryan Hickox Pictures of Jacksonville, 2000.
- Co-Wrote episode of HGTV's *All in Good Taste* for Jerry Smith Films, Jacksonville, 1996
- Wrote, produced various industrial videos for CSX Transportation, Jacksonville Chamber of Commerce, Sight & Sound Video, Jacksonville, Fla.

Education

- University of North Florida
Bachelor of Arts, 1997 - Communications major, Spanish minor. Participated in Osprey Network, UNF's campus television operation, as Show Producer, Series Producer and News & Entertainment Reporter.

Boards and Professional Memberships

- Co-Chair, Board of Directors, Publicity Director, Norman Studios Silent Film Museum, Inc.
- Advisory Board Member, Jacksonville Museum and Cultural Center