

Nan Devlin

Key skills:

Marketing, writing, public relations, event planner, tourism development, public speaking

Relevant Whidbey-Camano experience:

- Culinary/Agritourism strategic plan for Whidbey Camano Tourism
 - Conducted farm and culinary tour with food writers and magazine editors
 - Published feature article on Whidbey farms in national magazine
- Arts and Culture strategic plan for Whidbey Camano Tourism
- Presented to chambers, advisory committee, community groups
- “Buy Local” plan for city of Coupeville
- Profiles of South Whidbey Fire and Rescue volunteers for social media campaign
- Crisis communications tourism plan for Whidbey Camano Tourism
- Washington Lighthouses (Lighthouse Environmental Program), working with Admiralty Head Lighthouse
 - Developed marketing plan, website, brochure, itineraries, branding kit, media outreach, posters, badges, event presentations, social media (grew followers from zero to 3,500 in one year)
- Camano Island Coffee Roasters (2 years)
 - Wrote, pitched and published articles on company’s outreach programs in national publications
- Cook on Clay (2 years)
 - Marketing, public relations and cooking events with regional media
- Marketing of Whidbey Art Trail (3 years)
 - Developed brochure, enhanced website, launched social media campaign, media outreach to regional publications, travel writer familiarization tour (resulting in eight articles in regional magazines and websites), developed sales events (July 4th and Labor Day weekends)

Other relevant experience:

- Northwest Cider Association (2 years)
 - Launched “Cider Rite of Spring” event in Portland – still ongoing
- North Coast Food Trail on the Oregon Coast
 - Launched first “food, farm, fish, forage” trail in Oregon
 - Wrote and received grant to develop the trail
 - Website, brochure, public relations, high-level earned media
 - Extends from Cannon Beach through Tillamook County to Lincoln City
- Crave the Coast food festival
 - 2018 first annual food festival, with 40 vendors, 30 food writers and media
 - Wrote and received grant for launch of this new festival
- Tillamook County arts trail
 - Developed brochure, creating “micro-site” on tourism website
- Oregon Coast Scenic Railroad
- Marketing, social media, public relations, and fundraising campaign

My background includes owning a restaurant and catering company, a 20-year career in high-tech marketing, and multiple national writing awards. My undergraduate degree is in geography with minors in history and writing from Portland State University, and a master's in tourism administration from George Washington University in D.C.