

# RYLEE DALLAS DEVER

-  (832) 802 - 1105
-  ryleedallasdever@gmail.com
-  ryleedallasdever.com
-  Friendswood, TX 77546

## EDUCATION

---

**Graduation: May 2025**      **Texas A&M University, College Station Texas**  
Bachelor of Business Administration in Marketing, Strategic Retailing Track  
Mays Business School

## EXPERIENCE

---

- June 2026 - Present**      **Zadok Jewelers | Luxury Customer Service**
- Delivered high-quality front desk customer service by managing inquiries, processing sales, and coordinating repair intake, enhancing overall client experience.
  - Collaborated with store leadership and technical teams to ensure seamless service operations and efficient resolution of customer needs.
  - Handled high-volume communications across phone, email, and digital platforms while resolving issues with professionalism, attention to detail, and composure.
- Oct 2025 - Present**      **Natural Beauty Within, Facial Spa | Email Marketing Designer**
- Worked with owner and esthetician, Julie Pearson, to create and design email newsletter campaigns promoting new products, services, and special offers, exclusively using Eminence Organics products.
  - Adapted marketing themes and creative direction, based on seasonal trends and promotions, to keep campaigns timely and relevant.
- July 2025 - Present**      **Jones Road | Email Marketing Designer**
- Developed branded email marketing visuals for Jones Road Beauty, Austin, founded by Bobbi Brown, enhancing event promotion and client connection.
- Jan 2025 - May 2025**      **Jack's Project, Nonprofit | Marketing Coordinator**
- Created the organization's logo, featured across the website, merchandise, and worn by all volunteers, ensuring alignment with the organization's identity and a consistent recognizable brand presence.
  - Partnered with the marketing team to design and produce engaging social media posts, graphics, and promotional content, supporting audience engagement and growing brand awareness.
  - Assisted in planning and executing events, including coordinating decor and supporting overall event setup.
- May 2024 - July 2024**      **Cooper Consulting Service | Marketing Intern**
- Leveraged lead identification tools, such as Zapyrus, to strategically locate high-potential clients, contributing to business growth and expanding the client pipeline.
  - Proactively reached out to prospective clients and coordinated daily meetings with the team to discuss and pursue new business opportunities.
- May 2022 - July 2022**      **Evereve | Personal Stylist, Trendsend Stylist**
- Acted as a personal stylist, building strong relationships with customers, understanding their fashion needs, and boosting their confidence with tailored style advice.
  - Curated custom Trendsend clothing boxes, managing deliveries and returns to ensure a smooth and positive customer experience.

## ACTIVITIES

---

- Oct 2021 - May 2025**      **Officer, VP of External Affairs (2023 - 2024) | Student Retailing Association**  
*Texas A&M Mays Business School Organization*
- Contacted, secured and scheduled speakers for biweekly meetings, ensuring engaging and relevant content for members.
  - Maintained an organized recruiter spreadsheet to track speaker history, providing future officers with valuable insights.
  - Handled all inquiries from companies interested in the Student Retailing Association, fostering strong relationships and opportunities.

# RYLEE DALLAS DEVER

-  (832) 802 - 1105
-  ryleedallasdever@gmail.com
-  ryleedallasdever.com
-  Friendswood, TX 77546

## ACTIVITIES

---

Oct 2021 - May 2025

### Member | Christian Business Leaders

Texas A&M Mays Business School Organization

- Develops Christian leaders on campus by empowering students to grow their leadership skills through faith-based guidance and mentorship.

## HONORS

---

### Professional Distinction in Retailing | Mays Business School

- Recognized for exceptional engagement in extracurricular activities, enhancing professional skills and expanding knowledge beyond the classroom and internships.
- Awarded a medal for earning four semesters of distinction in retailing to be worn at graduation.

## SERVICE

---

Jan 2017 - Present

### Houston Food Bank

- Packaged and organized meals each summer for families in need across Southeast Texas, helping provide essential support to the community.

## SKILLS

---

- Advanced proficiency in creating visually compelling graphics, presentations, newsletters, and social media content, with a strong focus on luxury brand aesthetics and storytelling.
- Skilled in styling, event planning and curation, and visual merchandising, developing creative concepts that elevate brand experience and client engagement.
- Strong time management and organizational skills, consistently prioritizing tasks effectively in a fast-paced retail environment.