

CAMILLE DEVANEY

Institutional Sales & Trading • Growth & Marketing • Builder & Creative

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EXPERIENCE

United Capital Markets — CMBS Broker-Dealer | Miami, FL

Jun 2020 – Present

Sales & Trading Associate

- Provide institutional sales coverage to 61 accounts — hedge funds, insurance companies, and asset managers — and produce the daily offering sheet of distressed CMBS/ABS/RMBS fixed-income securities; travel to New York monthly for client meetings.
- Led the firm-wide rollout of AI tooling (Claude Code), rebuilding a legacy Excel-based system into a dashboard CRM and modernized trade-and-customer database now serving as the desk's primary, business-critical data system.
- Earned SIE, Series 7, and Series 63 licenses in 2021; 6+ years of institutional sales and trading experience, gained as the firm scaled from 4 to 12 professionals.
- Serve as a hands-on operator and cross-functional generalist with end-to-end ownership of desk operations: take initiative to identify and resolve process bottlenecks, produce 200+ attendee client events at the biannual CREFC conferences, and provide leadership and mentorship to the annual summer-intern class.

United Real Estate Ventures | Miami, FL

May 2026 – Present

Sales & Marketing — Luxury Real Estate

- Run full-funnel marketing for a \$20M waterfront luxury listing from a standing start: SEO, paid advertising, content creation, email campaigns, and social media — growing the listing's Instagram to 2,500 followers in under two weeks.
- Lead broker and agent outreach and host broker open-house events to generate qualified demand; produce the listing's video and visual marketing assets, managing brand presentation with a trained eye for design, taste, and aesthetics.

Gobi Labs LLC (Find It & Gaggl) | St. Louis, MO

Aug 2022 – Apr 2023

Co-Founder & Chief Marketing Officer

- Co-founded Find It, an early-stage startup, and led a zero-to-one product build: aesthetic, student-artist-designed stickers embedded with QR codes as a low-cost, privacy-friendly alternative to AirTags. Built and pitched the go-to-market strategy that won 1st place in the Olin Cup, an annual school-wide business-plan competition.
- As CMO of Gaggl, a social app addressing the “missed connections” problem for college students, drove a scrappy go-to-market launch to 920+ users through referral and growth-hacking tactics; designed promotional creative and built a 30-person brand-ambassador team.

Blythe Events | Miami, FL

2021 – Present

Freelance Event Producer

- Produce corporate events (including 3 for United Capital Markets) and the “Rhythmic Blue” music festival series (250+ attendees), managing an 8-band lineup, merchandise design, and social-media promotion.

Washington University in St. Louis | St. Louis, MO

Aug 2022 – Dec 2024

Head Teaching Assistant — Managerial Statistics & Data Analytics

- Managed grading, office hours, and assignment design for Managerial Statistics; previously TA'd Strategic Decision Making with Data Analytics.

EDUCATION

Washington University in St. Louis — Olin Business School | St. Louis, MO

May 2025

BSBA (B.S.), Finance & Marketing double major; Environmental Analysis minor. GPA 3.69/4.00, Dean's List.

SKILLS

Growth & Marketing: Full-funnel growth (top-, mid-, and bottom-of-funnel), demand generation, growth hacking, referral programs, A/B testing & customer discovery, community growth & retention, go-to-market (GTM), SEO/SEM, paid media, content marketing, messaging & creation (CapCut), social media marketing, email marketing, brand, event marketing.

Sales & Business Development: Institutional / B2B sales, CMBS/ABS/RMBS analysis, fixed-income trading, account management, client relationships, stakeholder communication, partnerships, pipeline management, cross-functional collaboration.

Systems, Data & AI: Self-taught AI/LLM-assisted development (Claude Code, Claude Cework), modern web stack (Next.js, Tailwind, Vercel, PostgreSQL), data analysis, metrics & KPIs, CRM design, database modernization, dashboards, workflow automation, process design, community & CRM platforms, Bloomberg Terminal, Microsoft Excel.

Licenses: SIE, Series 7, Series 63.

AWARDS & HONORS

- **Olin Cup — 1st Place:** an annual school-wide business-plan competition at Washington University in St. Louis (2023).
- **Water Polo — Team Captain & Goalie (2021–2025):** 2nd Place at the NCAA D3 National Club Championships; 3× Collegiate Midwest Division Player of the Week.