

APRIL MARSHALL

CREATIVE DIRECTOR | ART DIRECTOR | UI/UX DESIGNER | DEI

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EXPERTISE

Accessibility/WCAG
Agile Methodology
Analytics
Animation
Copywriting
CRM Management
Digital Design
Digital Marketing
Email Development
Email Marketing
Marketing Management
Photo Retouching
Photography
Print Design
Public Speaking
Responsive Design
SEO/PPC
Social Media
Technical Writing
UI/UX
Video Editing
Video Production
Web Development
WordPress Development

TECHNOLOGY

Bootstrap
CSS/CSS3
Flexbox
HTML/HTML5
JavaScript
jQuery
PHP
SASS
XML
XSL

SOFTWARE

Adobe Creative Suite

EXPERIENCE

SENIOR DEVELOPER: HALEL, 2022-PRESENT

- Spearhead front-end development initiatives for WordPress .Com site and landing pages using HTML, CSS, JavaScript, and WordPress expertise.
- Design all user experiences (UX) with Figma, ensuring optimal usability and satisfaction.
- Manage brand imagery, in-house photography, and video production, serving as a photographer, editor, and art director.
- Direct, write, and edit all videos for .Com website and social media platforms.
- Perform a successful company-wide rebranding and optimize campaign performance through Google analytics.

Web Designer, Web Developer, Graphic Designer, UX Designer, Email Developer, CRM Manager, Project Manager: Amazing Media, 2004-PRESENT

- Designed user experiences (UX) for "Digital Lounge," Sprint's first app/online content store and launch assets for over 30 different mobile devices for Sprint/Nextel.
- Utilized A/B testing, Lucky Orange, and other user testing/research tools to enhance UX and website performance.
- Recovered and repaired a compromised WordPress website for a major insurance company, ensuring no data compromise or downtime.
- Established CRM marketing campaigns and automation for clients using Salesforce and Salesforce Marketing Cloud.
- Redesigned and developed Hallmark's fully responsive, "mobile first" ecommerce site and user interface (UI)/UX for Hallmark.com brand managers, improving workflow and user satisfaction.
- Monitored analytics to gauge marketing campaign effectiveness and create videos, motion graphics, and assets for a renewable resources campaign that increased client's organic traffic by 63%.
- Designed and built a new website for Kansas.gov, increasing national portal ranking from 43rd to 7th in the nation, and growing Kansas' e-file registration by 22%.

USER EXPERIENCE DESIGNER: VMLY&R, 2021-2022

- Conceptualized and designed user experiences (UX) for partners to improve engagement and brand satisfaction, working with clients like T-Mobile, United Rentals, Intel, Nabisco, Zyrtec, and Allegra.

Audition
After Effects
Figma
Garage Band
Github
Illustrator
InDesign
InVision
Litmus
Lucky Orange
Miro
Photoshop
Premier
Salesforce (SFMC)
SharePoint
Sketch
TeamSite
WebFlow
WordPress
XD
Zeppelin

CLIENTS

AMC Theaters, Allegra,
Children's Mercy,
Colgate, H&R Block,
Hallmark, Harrah's, Hill's
Pet, Intel, Nabisco, Sprint,
T-Mobile, The state of
Kansas, Torch.AI, United
Rentals, Zantac

CERTIFICATIONS

Content Marketing
DEI (Diversity, Equity, &
Inclusion)
Email Marketing
Inclusive Interviewing

- Created fully realized visual concepts for websites, landing pages, emails, and native mobile apps such as T-Mobile's native mobile app redesign, ensuring accessibility for all users.
- Utilized Adobe Photoshop and XD, Figma, Zeplin, InVision, Miro, Sketch, and Adobe After Effects.

ART DIRECTOR: Red Fuse/VMLY&R, 2019-2021

- Designed and developed HTML emails for CRM campaigns using Litmus and Salesforce Marketing Cloud (SFMC).
- Utilized SFMC for CRM management and data collection, growing email engagement by 20% within the first 3 months.
- Created landing pages for data collection using Webflow, InVision, and SFMC, and implemented marketing automation and funnels using SFMC.
- Introduced higher standards of accessibility and WCAG standards.
- Grew results for NBC/Hill's Pet "Clear the Shelter" event, increasing pet adoptions and data capture.

LEAD WEB DEVELOPER: Indicia Design, 2017-2018

- Designed original themes for WordPress projects, managed client sites via updates, marketing campaigns, landing pages, and analytics monitoring.
- Developed custom WordPress plugins and functions, created security standards for all websites, and recovered and repaired compromised sites.
- Introduced and oversaw Agile methodology, led marketing and sales campaigns for clients, and met with customers for sales, training, and follow-up.

LEGACY WEB DEVELOPER: Penton Media Group (Contract), 2016 – 2017

- Managed and maintained 30-40 WordPress-powered websites, ensuring smooth operations and high-quality user experience.
- Developed and customized WordPress plugins to meet specific site requirements, improving functionality and user engagement.
- Created and implemented security standards for all websites, ensuring protection against cyber threats and maintaining data integrity.
- Conducted A/B testing and utilized Lucky Orange and other research tools to optimize website performance and user engagement.
- Successfully recovered and repaired compromised sites, restoring normal operations and minimizing downtime.
- Monitored website analytics to identify trends and insights, and made data-driven recommendations for continuous improvement.
- Designed and documented an online agile workflow guide, improving project efficiency and collaboration among team members.
- Ensured retention of 4 top revenue-generating websites, contributing to the company's overall business success.
- Leveraged a wide range of technologies including HTML, CSS, JavaScript, WordPress, TeamSite, Figma, Sketch, Trello, Litmus, and the Adobe Creative Suite to deliver high-quality results.

CREATIVE DIRECTOR: Heartland Financial Group, 2015

- Boosted lead generation by 37% through effective email marketing campaigns, utilizing Salesforce and Litmus to design and build compelling emails that resonated with the target audience.
- Conducted UX design and wireframing for .Com, as well as emails and landing pages, ensuring seamless user experience and high conversion rates.
- Developed and implemented email campaigns and automation with Salesforce, streamlining the lead generation and nurturing process.
- Created innovative college recruitment programs for sales team members, attracting top talent and enhancing the company's talent pipeline.
- Developed comprehensive training materials for agents and in-house staff, enabling them to effectively communicate with customers and deliver high-quality service.
- Worked collaboratively with partners to ensure branding alignment and consistency across all channels.
- Leveraged a range of technologies including HTML, CSS, JavaScript, WordPress, TeamSite, Litmus, Sketch, and the Adobe Creative Suite to deliver high-quality results.

GRAPHIC DESIGNER: Traffic Graphix, 2012 – 2013

- Created visually compelling print graphics for showroom floors and tradeshows, meeting customer requirements and enhancing their brand image.
- Worked closely with customers to understand their custom graphics needs, delivering high-quality solutions that exceeded their expectations.
- Oversaw four large-scale commercial printers, ensuring timely and cost-effective production of high-quality print materials.
- Managed the company website and maintained a strong social media presence, enhancing the company's online visibility and engagement.

WEB DEVELOPER: Plattform Advertising, 2009 – 2010

WEB/GRAPHIC DESIGNER: Bitterman Family Confections, 2007 – 2009

DIRECTOR OF IT and WEB DEVELOPMENT: ABI Art, 2006-2007

EDUCATION

ASSOCIATE OF ARTS: Kansas City Kansas Community College, 2002 – 2004

VOLUNTEERING

VMLY&R DEI (Diversity, Equity, and Inclusion) Regional Lead 2021 – 2022

VMLY&R DEI Neurodiversity Chairperson 2019 – 2022

VMLY&R DEI LGBTQ+ Committee 2021 – 2022

VMLY&R DEI Transformations Team Producer 2021 – 2022

KC St. Patrick's Parade Committee 2013 – Present

Santa Clutch Donation Drive for Great Plains SPCA 2015 - Present (Founder)

We Are Still Standing 2012 - 2014 (Founder)