

{ april edwards }

designer + developer + marketer

Highly creative, results oriented, customer focused, meticulously organized, extremely collaborative, works well under pressure with extensive experience managing several in-house marketing and web departments, assisting interactive and marketing agencies with their clients' projects, and developing a consulting company from the ground up.

education

Cleveland Institute of Art.....1999 - 2004
*Bachelor of Fine Arts in Illustration +
Minor in Technology Integrated Media Arts*

skills

Software - Photoshop CC, Illustrator CC, InDesign CC, Dreamweaver CC, Acrobat Pro, FileZilla, Axure, Microsoft Office, Box, Dropbox, Google Docs, Google Sheets, Google Slides, Skype, Slack, Join Me, Evernote, Basecamp, Teamwork, Fogbugz, Campaign Monitor, MailChimp, Bronto, Silverpop, Infusionsoft.

Code - HTML5, CSS, Bootstrap, PHP, JavaScript, Ajax, Facebook Development, Wordpress, Expression Engine, AspDotNetStorefront, Magento, Canvas.

experience

{ ae } Design Co......2008 - Present
Digital Strategist & Web Designer
Sales, marketing, finances, project management, print design, responsive web design and development, email design & HTML coding, marketing automation, SEO, digital analytics.

Interactive Marketing Inc......2012 - 2013
Creative Director & Web Designer
Reorganized web department for efficiency. Logo design, UI design, web design for a multitude of client projects. Highly collaborative between all departments.

Fresh Echo Interactive.....2011 - 2012
Senior Web Designer
UI & UX design, web design and development, e-commerce, email design and coding, branding. Managed overseas partners.

Z57 Internet Solutions.....2008 - 2009
Web Designer & Marketing Coordinator
Maintained company website and all marketing campaigns. Worked closely with Sales, Customer Service, Product Development and President developing strategies that produced an increase in quality leads.

April brings many unique qualities to the table that I do not typically experience with designers. Not only does she consider what is truly best for her clients, but her approach is strategic and nature and she considers a bigger picture than just the website design itself. Not only are her skills, attitude, and approach right on, but she is a delightful person to work with.

- **Erin Carpenter**, CEO & Marketer, Hidden Peak Interactive

