

APRIL BETH MARSHALL

(816) 547-0003 | theamazingaprilb@gmail.com | LinkedIn: [@aprilisamazing](https://www.linkedin.com/in/aprilisamazing) | Portfolio: aprilagain.com

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
Audition
After Effects
Figma
Garage Band

EXPERIENCE

WEB DEVELOPER: Meyocks, 2024 (CONTRACT)

- Developed and optimized WordPress websites to ensure high performance and accessibility compliance.
- Led cross-team collaboration, aligning digital solutions with branding and marketing strategies.
- Delivered multiple projects simultaneously, consistently meeting deadlines and exceeding expectations.
- Provided technical training and support, ensuring clients' mastery of web best practices.

Creative Director Grace Advertising & Consulting, 2023-2024

- Responsible for all designs, assets, and digital deliverables (email, websites, graphics, videos, publications, and misc. marketing pieces).
- Producing, directing, filming, and editing video projects for clients from pre-production to delivery.
- Oversaw and produced all visual elements and deliverables for the opening of the MalH Center.
- Introduced both Agile methodology and project management software (Asana).
- Customer facing working with our clientele of nonprofits and altruistic organizations.
- Awarded the Mayor Tyrone Garner and Commissioner Thomas Burroughs Exemplary Service Award, awarded by the organization Friends of Yates.
- Design, development, management, and upkeep of 15+ WordPress websites.
- Rebranding and redesign of multiple clients' brand identity

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

- Designed UX for Sprint's first app/online content store, "Digital Lounge," and created launch assets for over 30 mobile devices for Sprint/Nextel.
- Utilized user testing/research tools like A/B testing and Lucky Orange to optimize UX and website performance.
- Optimized sales performance and customer relationships by implementing and utilizing Salesforce for CRM management.
- Redesigned and developed Hallmark.com UI/UX for brand managers, streamlining workflow and improving user satisfaction.

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, Samuel Rodgers,
Simply Done, Sprint,
T-Mobile, The State of
Kansas, That's Smart,
Torch.AI, United Rentals,
United Way, Zantac

CERTIFICATIONS

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

AWARDS

**Mayor Tyrone Garner and
Commissioner Thomas
Burroughs Exemplary
Service Award-** Grace
Advertising/Friends of Yates

Pay it Forward Award-
DesChamps-Braly

- Monitored analytics to measure marketing campaign effectiveness and created videos, motion graphics, and assets for a renewable resources campaign that increased organic traffic by 63%.
- Increased Kansas.gov's national portal ranking from 43rd to 7th in the nation and grew e-file registration by 22% by designing and building a new website.

SENIOR DEVELOPER: HALED, 2022

- Spearheaded front-end development initiatives for WordPress .Com site and landing pages using HTML, CSS, JavaScript, and WordPress expertise.
- Designed all UI/UX with Figma, ensuring optimal usability and satisfaction.
- Managed 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.

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.
- 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.

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 websites, ensuring smooth operations and high-quality user experience.
- Improved website functionality and user engagement by developing and customizing WordPress plugins to meet specific site requirements.
- Ensured data integrity and protection against cyber threats by implementing security standards for all websites.
- Optimized website performance and user engagement through A/B testing and research tools such as Lucky Orange.
- Minimized downtime by successfully recovering and repairing compromised sites.

CREATIVE DIRECTOR: Heartland Financial Group, 2015

- Increased lead generation by 37% with effective email marketing campaigns using Salesforce and Litmus.
- Conducted UX design and wireframing for .Com, emails, and landing pages, resulting in seamless user experience and high conversion rates.
- Streamlined lead generation and nurturing through the development and implementation of Salesforce email campaigns and automation.
- Attracted top talent and enhanced the company's talent pipeline through innovative college recruitment programs for sales team members.
- Developed comprehensive training materials for agents and in-house staff.
- Ensured branding alignment and consistency across all channels through collaborative work with partners.

GRAPHIC DESIGNER: Traffic Graphix, 2012 – 2013

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

DBSA Support Group Facilitator 2024 – Present

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)