

APRIL MARSHALL

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

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EXPERTISE

AI (Artificial Intelligence)
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

EXPERIENCE

WEB DEVELOPER: Meyocks, 2024 (CONTRACT)

- Developed, maintained, and optimized websites using WordPress, ensuring high performance, accessibility, and seamless user experiences.
- Collaborated with cross-functional teams to deliver digital solutions aligned with client branding and marketing strategies.
- Managed multiple projects simultaneously, meeting tight deadlines while maintaining quality and attention to detail.
- Conducted troubleshooting, debugging, and performance optimization to enhance site functionality and user experience.
- Worked closely with clients and internal stakeholders to gather requirements and translate them into effective web solutions.
- Played a key role in maintaining site security, implementing updates, and developing custom plugins as needed.
- Provided technical support, training, and mentorship to team members and clients on web best practices.

SENIOR DEVELOPER: HALED, 2022 (Contract)

- Serve as the senior front-end developer specializing in WordPress for the .Com site as well as landing pages utilizing HTML, CSS, JavaScript, and WordPress
- Designed all UX using Figma
- Manage brand imagery and all in-house photography as photographer and editor/art director
- Write/Direct/Edit all videos for the .Com website and social media
- Performed a company-wide rebranding
- Used Google analytics to monitor performance of initiatives

Web Designer, Web Developer, Graphic Designer, UX Designer, Email Developer, CRM Manager, Project Manager: Amazing Media, 2015-PRESENT

- Designed the UX for the "Digital Lounge", Sprint's first app/online content store
- Created launch assets for over 30 different mobile devices for Sprint/Nextel
- Utilized Lucky Orange, A/B Testing, and other user testing/research tools and methods
- Recovered and repaired a WordPress website for a major insurance company, eliminating downtime and data compromise
- Established CRM marketing campaigns and automation for clients using Salesforce and Salesforce Marketing Cloud

Adobe Creative Suite
Audition
After Effects
Codekit
Figma
Flywheel
Garage Band
Github
Illustrator
InDesign
InVision
Litmus
Local
Lucky Orange
Miro
Photoshop
Premier
Salesforce (SFMC)
SharePoint
Sketch
Sourcetree
TeamSite
WebFlow
WordPress
WP Engine
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

- Redesigned and built Hallmark's first fully responsive, "mobile first" web interface for their ecommerce site
- Created an entirely new user interface and improved workflow for Hallmark.com brand managers, designing UI/UX and wireframing the build
- Monitored analytics to gauge marketing campaign effectiveness
- Designed videos, motion graphics, and assets for a renewable resources campaign that grew the client's organic traffic by 63%
- Designed (UI/UX and wireframing) and built a new website for Kansas.gov that saw its national portal ranking increase from 43rd to 7th in the nation
- Grew Kansas' e-file registration by 22%
- Technology leveraged includes HTML, CSS, JavaScript, WordPress, TeamSite, Figma, Sketch, Litmus, Trello, Lucky Orange, and the Adobe Creative Suite

USER EXPERIENCE DESIGNER: VMLY&R, 2021-2022

- Concept and design experiences for our partners so that their users can better engage and have a superior experience with their brand
- Worked with clients like T-Mobile, United Rentals, Intel, Nabisco, Zyrtec, and Allegra
- UX Design and wireframing for fully realized visual concepts for websites, landing pages, emails, and native mobile apps such as the T-Mobile native mobile app redesign
- Ensure accessibility for all users including thought towards screen readers, text browsers, and industry contrast standards
- Utilized tools such as Adobe Photoshop and XD, Figma, Zeplin, InVision, Miro, Sketch, and Adobe After Effects

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

- Design and development of HTML emails for CRM campaigns, using Litmus and Salesforce Marketing Cloud (SFMC)
- Utilized Salesforce Marketing Cloud for CRM Management and data collection
- Worked with marketing and sales to collaborate on lead generation for Hill's Pet ecommerce experience
- Creation of landing pages for data collection utilizing Webflow, InVision, and Salesforce Marketing Cloud (SFMC)
- Implemented marketing automation and funnels using Salesforce Marketing Cloud
- Introduced higher standards of accessibility and WCAG standards
- Grew results for NBC/Hill's Pet "Clear the Shelter" event seeing a growth in pet adoptions and increase in data capture
- Grew email engagement by 20% within first 3 months
- Utilized HTML, CSS, JavaScript, AEM (Adobe Experience Manager), Figma, WebFlow, Miro, XD, Sketch, InDesign, Photoshop, Illustrator, After Effects, and InVision

LEAD WEB DEVELOPER: Indicia Design, 2017-2018

- Design of original themes for WordPress Projects
- Utilized Salesforce for CRM management and job tracking

- Ongoing management of client sites via updates, marketing campaigns, landing pages, and monitoring analytics
- Development of custom WordPress plugins and functions
- Creation of security standards for all websites
- Recovery and repair of compromised sites
- Introduced and oversaw Agile methodology
- Lead marketing and sales campaigns for clients
- Meeting with customers for sales, training, and follow-up
- Technology leveraged includes HTML, CSS, JavaScript, WordPress, TeamSite, Figma, Sketch, Litmus, and the Adobe Creative Suite

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

- Management of 30-40 WordPress-powered websites
- Developed custom WordPress plugins for site needs
- Creation of security standards for all websites
- Utilized Lucky Orange, A/B Testing, and other testing/research tools
- Recovery and repair of compromised sites
- Monitoring of analytics to determine site performance
- Designed and outlined an online agile-workflow guide
- Ensuring retention of 4 top revenue generating websites
- Technology leveraged includes HTML, CSS, JavaScript, WordPress, TeamSite, Figma, Sketch, Trello, Litmus, and the Adobe Creative Suite

CREATIVE DIRECTOR: Heartland Financial Group, 2015

- Grew lead generation by 37% via email marketing campaigns
- Utilized Salesforce and Litmus to design and build emails
- UX Design and wireframing for .Com as well as emails, and landing pages
- Developed email campaigns and automation with Salesforce
- Created college recruitment programs for sales team members
- Developed training material for agents and in-house staff
- Worked directly with partners to ensure branding alignment
- Technology leveraged includes HTML, CSS, JavaScript, WordPress, TeamSite, Litmus, Sketch, Litmus, and the Adobe Creative Suite

EDUCATION

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

CERTIFICATIONS

Google AI Essentials (Coursera)

Inclusive Interviewing and Hiring

Email and Newsletter Marketing Foundations

Optimizing Marketing Emails

Content Marketing: Newsletters

Content Marketing: Staying Relevant

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)