

### CONTACT

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aprilranae.com

### SKILLS

Account Management

Project Management

Budgeting

Vendor Relations

Brand Awareness

Adobe Creative Suite

Social Media Platforms

Microsoft Office

WordPress

eblast Software

Marketing Strategies & Collateral

Logo Design

Tradeshaw Design

Retail & POS Design

Package Design

POP Design

Web Design

Video Editing

Content Development

Social Media Management

Retail Sales

### EDUCATION

#### Associate of Applied Arts Degree

(Major: Advertising Design)

Greenville County Museum of Art

#### Web Designer Certificate

Tri-County Technical College

### VOLUNTEERISM

Marietta Cobb Museum of Art

Hands on Atlanta

Habitat for Humanity

Meals on Wheels

### EXPERIENCE

**Creative Director** – MetroLED/Pixel LED Displays 2024 – Present  
Overseeing all branding and design projects for both divisions. Develop and execute effective print and digital marketing strategies.

- Work one on one with the web developer to redesign both division's websites.
- Creative execution on customer testimonials with a freelance videographer.
- Create and maintain social media, eblast campaigns, image library, tradeshow booth display, direct mail campaigns, print and product catalogs.

**Freelance Creative Director/Owner** – April Ranae Creative 2000 – Present  
Clients in financial, hotel, real estate, medical, chemical, manufacturing, automotive, food and beverage, landscaping, retail, fashion, artist and technology sectors.

**Senior Graphic Designer** – Diablo/Freud Tools, Atlanta, GA (Contract) 2020 – 2023  
Package and POP design and production. Work with team lead and team on a variety of projects – catalogs, sell sheets, labels and other various marketing needs. Work closely 3D artist to create clamshells for use in creating product virtuals that are applied to merchandising towers for product reordering.

**Senior Graphic Designer** – BGCA, Atlanta, GA (Contract) 2022  
Designed various print pieces and wayfinding signage for conferences. Infographics, West Point Stadium graphics, web and social media graphics.

**Senior Graphic Designer** – BlueLinx, Atlanta, GA 2018 – 2020  
Produced all print and marketing collateral for company website and print. Designed, developed and maintained company website with WordPress. Created web graphics and eblast. Managed social media platforms - Hootsuite, Instagram, Facebook and Pinterest.

- Redesigned company website Bluelinxco.com.
- Leveraged keen attention to detail while upholding brand standards for multiple brands to ensure consistency across platforms.

**Graphic Design Manager/Project Manager** – Auro Hotels, Greenville, SC 2013 – 2018  
Served as project manager, overseeing all branding and design projects for over 35 locations with multiple brands. Developed and executed effective print and digital marketing strategies.

- Built department awareness, increasing number of projects from internal and external clients.
- Served as project manager for branding and design projects for Auro Hotels corporate office and its portfolio of 35+ hotels.
- Creative execution of hotel's print and digital marketing strategies, including conceptualization, design and managing production of all marketing elements.
- Demonstrated keen attention to detail while upholding brand standards for multiple brands to ensure consistency across all platforms.
- Leveraged technological and marketing savvy alongside design and project management skills.
- Effectively managed multiple projects under tight deadlines while delivering professional, attractive, quality materials.
- Developed and maintained relationships with print vendors and managed/mentored Graphic Coordinator.

**Art Director** – KWB Advertising, Greenville, SC 2000 – 2001  
Created design solutions to meet client needs. Submitted concepts and finished products, ensuring client satisfaction.

**Art Director/Project Manager** – WHNS Fox 21, Greenville, SC 1995 – 2000  
Designed ads, direct mail collateral, flyers, posters, and various promotional items.

- Developed and maintained relationships with print vendors
- Won Addy Citation of Excellence Award - Newspaper - Campaign - Black and White