

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

Tradeshow 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