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April L. Smith

106Designs.com



Henderson NV 89074



CREATIVE DIRECTOR // MARKETING // DESIGN

Skills

- Award-winning design work
- Effective project management with on time delivery
- Marketing & Communication
- Stage design
- Event design & planning
- Extensive experience as an Art Director and Creative Director
- Business systems
- Attention to detail
- Risk assessment
- Resource management
- Improving efficiency
- Strong presentation skills
- Considerable experience developing successful concepts
- Extensive knowledge of Adobe Creative Suite Software
- Nurturing and growing client relationships

Education

Art Institute of California
San Diego, CA

Awards

- Davey Award for Marketing Effectiveness, Kingfish Media
- Davey Award for Catalog Design, Kingfish Media
- Best in Show, Trade Show Exhibitions
- 2nd Place Chili Cook-off

Freelance

Creative Director, Marketing & Design

SolUp

Marketing Director

Zappos.com

Senior Designer

- Played a major role in complete website rebuild.
- Orchestrated and designed Direct and Online marketing campaigns - notably airport bins, major magazines and rewards programs to name a few.
- Work closely with Public Relations on community enriching programs.
- Conceptualize, design, produce major events; large scale conferences, company roundups and massive, in-depth vendor appreciation parties.
- Formulate and maintain customer contact ideas with far reaching designs, including weekly email newsletters.
- Pioneered, produced and designed quarterly magazines and direct mailings.
- Large scale graphic design projects such as bus and vehicle wraps, murals, building wraps and much more from conception to completion.

Las Vegas Food & Beverage Magazine

Art Director & Layout Editor

- Work closely with Executive Editors and Publishers to ensure agreeable and consistent intercommunication.
- Manage production while adhering to strict deadlines, run sheets, contract agreements and space limitations.
- Lead a team of artists and writers with open communication, encouragement and challenging ideas for growth and skill development.
- Prioritize projects clearly and precisely to maintain energy in a fast paced environment.

Las Vegas Roundup

Creative Director
Marketing & Communications

- Implemented well received organizational structure where there were none.
- Create new theme and design each year including website, logo, promotional materials, event design, memorabilia and stage design.
- Copy writing new concepts for all marketing channels.
- Work with paralleling committees to produce a fun and successful four day event with 1,600 plus attendees.

Unicahome.com

Creative & Website Director

- Identify system deficiencies and implement solutions.
- Translate marketing objectives into creative strategies and campaigns.
- Lead team into anticipating client needs.
- Improve Creative Department by cultivating an atmosphere of creative thinking and open communication.

Wells Fargo Home Mortgage

Emerging Markets

- Regional creative for branch openings, trade shows, community events and high profile meetings regarding the development of minority and low to moderate income neighborhoods.
- Perform budget coordination, area and branch reviews, emerging income funding tracking.
- Build lasting relationships with various community development programs and grow emerging market awareness.

2024

2019

2015

2014

2008

2007

2005

Recommendations.

Dawane Wanek — Las Vegas Roundup Board Member
— Senior Director Mountain West Sales - Intel Security

I was asked to provide a reference for our current Creative Director/Marketing & Communications Chair, April Smith. Please accept this as a full endorsement for her contributions to our organization.

My relationship with April began many years ago when I held the MarCom lead position for our organization. Having been exposed to her background, I asked her to step in and see how she might help our marketing and branding efforts. She realized that an organization as old as our (this will be our 53rd year), wouldn't change overnight and that being able to gain the trust and support of the other groups would be imperative.

April proceeded to do just that. She proved the value of updating and streamlining the brand, and project managed the transition from multiple branding elements, to a common theme and standard brand element. The trust she built across traditionally unmovable factions was just one example of an accomplishment that isn't for the faint of heart.

I'm not sure what specific role you might be considering her for, but if it is even remotely connected with her skill set, you would be nuts not to hire her. If I had an income opportunity for her, she would be off the market.

Jill Keith — James I. Gibson Elementary Principal

It is my honor to recommend April Smith as she looks to further herself professionally for her integrity, drive and cooperative attitude. I have had the pleasure to know and work with her for the past year, and I wholeheartedly endorse her candidacy as she seeks a new professional endeavor.

Ms. Smith started volunteering with us at Gibson Elementary in 2017. She supports our pedagogical methods while sharing her great energy and enthusiasm. She impresses me with her commitment to the betterment of our students while working with individuals and collaborating with our School Organizational Team and our Parent Teacher Organization, while leaving positivity in her wake. She goes out of her way to elicit feedback from staff and shows commitment to our students' growth and well-being. April Smith is an outstanding presence who empowers our students.

In all capacities, Ms. Smith is charismatic and creative, and she thinks outside the box. She has developed a rapport with our students, staff and parents that is characterized by mutual respect. Beyond her strengths as a volunteer, Ms. Smith brings exciting new ideas to life as she has redesigned our website and created a newly revised school logo; I'm confident that she will continue her momentum with her next endeavor.

Ms. Smith has my highest recommendation and I look forward to learning more about the accomplishments that lie in her professional future.