

APRIL CARTER GRANT

424-281-7853 | aprilcartergrant@gmail.com | AprilCarterGrant.com

SPECIALTIES

Establishing best practices for effective marketing
Forming creative departments and startups
Collaborating to bridge creative and technical goals

NOTABLE QUALITIES

Impeccable spelling, grammar, and style
Mostly self-taught, always self-motivated
Adept at expanding styles and voice across media

BACKGROUND

My expertise in all aspects of creative development began at a boutique ad agency. Talented peers and uncompromising superiors have nurtured my broad knowledge and an unrelenting dedication to consistency, accuracy, and efficiency.

RELEVANT EXPERIENCE

Director of Creative Services & eCommerce | Jan 2015–Present **Cosmedicine, LLC | New York City, NY**

I managed and executed materials for a startup ecommerce skincare line through a major rebrand from mass-market to ultra-prestige category. With a focus on upscale online clientele, functions included budgeting, content planning, product development, photography, packaging, print design, web and email development, SEO, SEM, UX, regulatory compliance, tradeshow, events, sales reporting, and delivering key metrics for board review.

Highlights: The website went from virtually no visits to 20,000+ UVM. I was integral to the successful engagement and fulfillment of our QVC debut and a scheduled second visit.

Web Development Manager | Nov 2007–Oct 2010 **Escom, LLC | Calabasas, CA**

At this startup, I served as creative head of a highly trafficked website with extensive technical requirements, including community, video on demand, webcam chat, ecommerce, load balancing, and payment-processing components.

Highlight: The domain value increased \$1.5 million between my 2007 start date and its sale in 2010.

Director of Marketing | Dec 2002–Jan 2006 **Luxury Cruise Center, LLC | Miramar, FL**

I helped establish the creative department of this startup travel agency by serving as its first member and eventual manager. Besides designing and overseeing our direct-mail program, my work included writing, editing, proofreading, and managing department projects—press-proofing, delivery to USPS, postage budget, overseeing multiple websites, fulfilling the bulk email program, reporting, and training sales team in promotions—for a discerning senior audience.

Highlight: Our work regularly earned co-op awards from cruise lines (including Oceania Cruises, Viking River Cruises, Celebrity Cruises, and Holland America Line) and recognition as a super-elite seller of travel.

Founder | May 2002–Present **Sugarsock/Design Tyrant | Los Angeles, CA**

My creative consultancy provides all-around marketing support: brand/identity, design, web development, SEO, SEM, and content planning. Credits include USPS, Whole Foods Market, Vente-Privee/American Express.

OTHER WORK HISTORY

I have held various long-term positions related to creative marketing in the manufacturing, tourism, gaming, and internet spaces. Specific details can be provided.

EDUCATION

American Academy of Art | Major: Graphic Design