

APRIL GREER

507 Prairie Clover Way
Severance, CO 80550

503-930-9526
april@greergenius.com

www.greergenius.com

SKILLS AND ABILITIES

- Skilled at standards-compliant, dynamic web programming and web design.
- Extensive knowledge of 4-color process, Pantone spot color system, and preparing documents for offset and digital printing.
- Excellent business-to-business (B2B) and end-user communication skills.
- Proficient in consistency and proofreading; published journalist.
- Management, project management, and supervisory experience.
- In-depth knowledge of Adobe Creative Suite.
- Highly organized, efficient, optimistic personality.

WORK HISTORY

Lead Genius · Greer Genius · February 2011 - present

- Combining creative expertise and technical savvy for clients worldwide.
- Working with start-ups, non-profits, corporations, governments, and everyone in-between.
- Designing websites, presentations, identities and collateral, charts and graphs, posters, and infographics.
- Providing business-to-business (B2B) and business-to-consumer (B2C) solutions.

Content Manager · Graphic Design Blender · August 2014 - present

- Managing blog quality and content for creative entrepreneur blog with 14,000+ email subscriptions.
- Coordinating a worldwide network of authors.

Communications and Media Designer · EPIC Aviation dba Air BP · Summer 2011, January 2012

- Designed and developed trade show promotions, schedule, and materials.
- Provided B2B and consumer rewards program support.
- Maintained website content.
- Created collateral, proposals, and imagery for nationwide sales team.
- Researched and recommended potential clients and advertising opportunities.

Lead Graphic Designer · Highland Laboratories · November 2005 - February 2011

Graphic Design Accomplishments

- Designed packaging, marketing and trade show materials, and business collateral.
- Collaborated on the design and development of a Flash-based product catalog CD.
- Developed dynamic, database-driven website content and performed regular web maintenance.
- Worked extensively with in-house offset print shop.
- Communicated with a worldwide B2B network of distributors and store owners.
- Photographed products and retouched images.

Managerial Achievements

- Managed graphics department and print shop.

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- Automated project management database, eliminating misprinted labels due to human entry error and recommending cost-effective print quantities.
- Coordinated label inventory project for enterprise resource planning (ERP) software.
- Created print shop shelf numbering system and integrated into project management database, halving daily setup time.
- Performed cost analyses, resulting in reduced freight costs and a 20% discount on bulk purchases.

Graphics Production Assistant · WITS (Willamette University) · August 2001 - May 2005

- Managed the design/production studio.
- Directed, manipulated, and edited digital video and audio.
- Collaborated on the design and production of instructional CDs.
- Designed posters, brochures, programs, fliers, certificates, placards, and postcards.
- Worked directly with digital press operators.
- Produced a quarterly technological staff newsletter.

PROFICIENCIES

Software

- Illustrator, InDesign, Photoshop, Dreamweaver, Flash
- Word, Excel, PowerPoint, Access
- FileMaker Pro
- RIP Software
- GoToMeeting, MeetingBurner, DropBox, Skype, WordPress

Hardware

- Apple and PC
- Desktop Printers, Wide-Format Printers, Scanners

Languages

- HTML, CSS, Javascript, jQuery
- PHP, MySQL
- Actionscript 3.0

EDUCATION

Pacific Northwest College of Art · March 2011 - October 2011

- Graphic Design continuing education.
 - Coursework: Design Strategies, Typography I.

Willamette University · 2001 - 2005

- Bachelor of Arts in Computer Science with a minor in Mathematics.