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Johnstown, PA

# APRIL GOSS

Website and Graphic Designer



## WORK EXPERIENCE



July 2017 - Present

50 Marketing (50marketing.com)

Lead Web Designer/Digital Marketer

Designed over 30 websites and received 16 awards for the company.

### WordPress Website Design and Online Marketing

- Manage client's website design from concept to final product
- Work directly with clients to establish project scope, interaction guidelines, and project timelines
- Update and maintain existing websites, including content updates, visual enhancements, landing page creation, and performance profiling/optimization
- Present strategic ideas, vision, and UX design solutions to executive level and cross-functional teams
- Expertly strategized SEO/SEM campaigns across website including email newsletters, ads & promotions

### Digital and Print Design

- Design artwork for initial client concepts to final production preparation for various digital and printed materials
- Format client artwork for production, work with clients to approve designs
- Routinely meet hourly and daily deadlines to satisfy time-sensitive printing demands



March 2017 - July 2017

Frontier Golf

Marketing Graphic Designer (Contract)

Responsible for executing creative and strategic marketing & branding solutions to maximize the company's potential client awareness in order to increase sales and job leads as well as design and manage all of the company's marketing and branding needs.

Duties and responsibilities stretched across all of Frontier Construction Company's affiliate companies with the goal of creating a cohesive collection of companies that have the ability to offer clients a wide variety of services.

- Updated and maintained corporate portfolio
- Distributed corporate portfolio to contacts from website leads
- In-house graphic design—print & digital media
- Website maintenance (WordPress)
- Social media development and maintenance
- Designed and executed marketing strategies & campaigns
- Published and distributed seasonal company newsletter
- Maintained newsletter email distribution lists
- Brochure design and delivery
- Advertisement design and delivery for digital/print trade magazines and allied associations
- Prepared/designed and distributed press releases
- Executed and arranged project photography for marketing
- Developed and designed Internal documents and forms
- Logo and business card design
- Designed and managed merchandise artwork



June 2012 - February 2017

Schurz Communcations

Graphic Designer

Responsible for the design and development of all print and sales/promotional materials and web / social media maintenance and updates for Our Town Media.

- Created electronically-designed page layouts and imported word processing files into layouts
- Designed advertisements, flyers, brochures, menus, programs, logos, business cards, and other promotional materials
- Assisted in coordinating events such as the Women's Expo and the Health & Wellness Expo
- Developed new marketing campaign materials as part of a cross-functional team



## EDUCATION



September 2000 - May 2002

OAKBRIDGE ACADEMY OF ARTS

Associate in Specialized Technology-Commercial Art

- Artist of the Year Award at Oakbridge Academy
- Dean's List (7 consecutive terms)
- Perfect Attendance (7 consecutive terms)
- Oakbridge Star (Artwork displayed at school and on school's website)
- Nominated for Who's Who Among American Students in Junior Colleges



## TECHNICAL SKILLS

- Graphic Design
- Website Design
- Website Development
- UI and UX Design
- E-commerce
- Analytics
- Search Engine Optimization
- Search Engine Marketing
- Social Media Management
- Google Ad Campaign Management
- Paid Social Media Advertising
- WordPress
- CSS, HTML, JavaScript
- Email Marketing
- Data Analysis
- SharpSpring and HubSpot
- Project Management
- Video Production and Editing
- Photo Editing
- Adobe Creative Suite
- CMS Experience
- CRM Experience
- Copywriting



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## AWARDS

### 2021 Davey Award

Gold for website design in the manufacturing category: Brechbuhler Scales, Inc.

### 2021 dotComm Awards

Platinum for website design in the redesign category: Owen & Associates;  
Gold for website design in the small business category: Ramp Armor

### 2021 MarCom Award

Gold for website design in the B2B category: Tyres International

### 2020 Davey Awards

Gold for website design in the food and beverage category: Marisol's Homemade;  
Gold for website design in the consulting category: Owen & Associates;  
Silver for website design in the manufacturing category: Stern EWS

### 2020 dotComm Awards:

Platinum for website design in the manufacturing category: Tyres International;  
Platinum for website design in the health & wellness category: Marisol's Homemade;  
Gold for website design in the restaurant category: Mercato Mio Italian Market

### 2020 Hermes Awards

Platinum for website design in the restaurant category: 1794 The Whiskey Rebellion;  
Gold for website design in the small business category: Marisol's Homemade

### 2019 Davey Awards

Gold for e-commerce website design in the small business category: Cherry Valley Organics;  
Silver for website design in the restaurant category: 1794 The Whiskey Rebellion;  
Silver for website design in the government category: Indiana County, Pennsylvania

### 2018 Davey Award

Silver for website design in the hospitality category: Hamco4

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## WORK EXPERIENCE

 **March 2015 - December 2016**

**Translucent Publishing**

**Graphic Designer (Freelance)**

Designed advertisements for Translucent Publishing's flagship magazines:

- North American Builders
- Energy Executive
- Modern Builder
- Design and Manufacturing & Distribution Executive

 **November 2010 - June 2012**

**Carpenter Financial Services**

**Client Relations Manager**

Developed and maintained relationships with clients as well as coordinated all marketing, advertising, promotional projects, activities and seminars

- Administrative work included applications, sending checks, and maintaining a file system
- Coordinated mailings such as newsletters, surveys, birthday cards, holiday cards and financial review postcards
- Called clients for reviews and confirmed appointments
- Designed all marketing materials including, advertisements, business cards, brochure, post cards, newsletters and seminar invitations

 **January 2007 - October 2010**

**The Tribune-Democrat**

**Marketing and Special Sections Coordinator**

- Created, developed and maintained files for the advertising department special sections and feature pages
- Maintained special section reports
- Designed and created flyers, cover designs, print and digital advertisements, headers and promotional materials
- Produced weekly and monthly newsletters
- Coordinated special events such as the Bridal Showcase and the Women's Showcase
- Completed administrative paperwork and maintained files
- Developed new marketing campaign materials as part of a cross-functional team
- Coordinated mailings

 **October 2004 - January 2007**

**The Tribune-Democrat**

**Graphic Designer / Supervisor**

- Managed ad production and work flow
- Designed ads and created spec ads for The Tribune-Democrat and Johnstown Magazine
- Designed tab covers, print and digital advertisements, posters, flyers, and circulation inserts
- Prepared and formatted files for film output
- Processed photos and graphics / designed logos

 **August 2002 - October 2004**

**Altoona Mirror**

**Graphic Designer**

- Ad development
- Designed ads and covers for special sections
- Ad pagination
- Processed photos and graphics / designed logos