

APRIL MCLEOD

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SUMMARY

With 15 years of experience in the field of arts and production design, I pride myself on the ability to communicate with artists and production teams to further the goal of each project I am tasked. Leveraging my training as a classical ballet dancer, I have a eye for design while utilizing a detailed organizational approach. My experience and education have provided the opportunity to acquire skills in eCommerce, graphic design and webdesign. Art direction, artist management and event planning has been substantial part of my work history.

TECHNICAL SKILLS

Design: Using Adobe Illustrator, Photoshop, Canva and XDWebdesign. Experience with several website management platforms including Wordpress, Wix, BigCommerce, Square Space. Video Editing Software including Adobe Premier and Apple iMovie. Knowledge of CAD, Revit and Sketch Up.

Accounting: Using QuickBooks, was responsible for Accounts Payable, Accounts Receivable, generation of Monthly Financial Reports, Budget Preparation.

Project Management: Microsoft Suite, responsibilities included preparation of proposals, budgets and keeping budget records and event documentation.

PROFESSIONAL EXPERIENCE

Owner / Operator

Rotation Dancewear Online Boutique

- eCommerce Development
- eCommerce Store Management
- Graphic Design and Marketing
- Production Design
- Photography Art Direction & Coordination
- Social Media

Graphic Designer / Administrator

City of Angels Ballet, Los Angeles, CA

- Website Design
- Marketing Design
- Production Coordination
- Office Administration and Document Management
- Bookkeeping and Budget Creation
- Photography Art Direction

Graphic Designer / Fundraising Team

Odyssey Charter School South, Altadena

- Newsletter Design
- Product Design
- Events Coordinator

Graphic Design

Contempo Arts Productions, West Hollywood, CA

- Graphic Design of printed marketing materials

Office Management

Palate Food & Wine

- Assistant to Owner, Octavio Becerra
- Bookkeeping and Financial Document Preparation
- Office Administration and Document Management

CURRENT WORK VIEWABLE ONLINE

City of Angels Ballet | Web & Identity Design

Client: Mario Nugara, Artistic Director

Site: www.cityofangelsballet.com

Stephanie Saland | Web Design

Client: Stephanie Saland, Professional Ballet Instructor

Site: www.stephaniesaland.com

Erin Druetz Editor | Web Design

Client: Erin Druetz, Editor

Site: www.erindruetz.com

Rotation Dancewear | Social Media & Art Direction

Client: Rotation Dancewear

Instagram: www.instagram.com/rotationdancewear