

April C KEILER

VISUAL COMMUNICATION

My visual and graphic communication experience comes from more than twelve years of working as an independent contractor, and includes a wide range of digital and print communications, progressing from concept to planning to actual creation; followed up with edits; and then presentation.

VISUAL COMMUNICATION

for BOTH PRINT & DIGITAL _____ 2007-PRESENT

COPYWRITING, EDITING, & PROOFING - MSOffice

EDITORIAL DESIGN - InDesign

GRAPHIC DESIGN & LAYOUT | IMAGE CREATION - Adobe Illustrator, InDesign, and Photoshop for digital and/or print

MARKETING - e-mail marketing (Constant Contact, Emma, MailChimp & MailerLite); direct mail; promotional products

WEBSITE CREATION & MAINTENANCE - mSites and WordPress

My website and portfolio can be found at AprilCKeller.com. This experience includes creating brands from scratch and working within established brand guidelines; maintaining consistency across digital and print platforms - for individuals and businesses.

ADMINISTRATIVE & MANAGEMENT EXPERIENCE

2007-PRESENT: Provide **administrative support** for my own business, as well as for a variety of clients and ministries..

2013-PRESENT: **Online Store Management**, taking care of physical product inventory, digital and physical product creation, online presentation, and packaging & shipping customer orders.

2007-2016: **Campaign Manager | Communications Director**, during political campaign seasons, this included creating & writing campaign communications & promotions, managing fundraising events, and the candidate's schedule.

VOLUNTEER WORK

Managing Legislative Email Prayer List (Jan-May) | 2008-2019

Young Life Committee | Dec 2013-October 2018

Wasilla Bible Church (WBC) Youth Group Leader | Aug 2007-May 2010

WBC Bible Study Leader & Women's Ministry | Aug 2000-May 2014

WBC AWANA Leader & MOPS Steering Team | Jan 2001-Dec 2004

TECHNICAL | SKILLS

Adobe Illustrator CC

Adobe InDesign CC

Adobe Photoshop CC

Content &/or Copywriting

Detail Oriented

Editing & Proofing

Editorial Design

Genesis Framework

Image/Graphic Creation

Internet Research

MODX, mSites, Shopify

MSOffice Suite

Office & Project Management

Organization

Research

Self-Motivated

Social Media Management

StudioPress Themes

Teamwork

Teachable

WooCommerce

WordPress

REFERENCES AVAILABLE UPON REQUEST

EDUCATION

BA, May 2020

Graphic Design & Media Arts;
SNHU - Manchester, New Hamp.

AA, May 2011

Information Tech/Web Design;
UofP/Axia - Phoenix, Arizona

Full-time since 2007

Technical Skill Development

High School Diploma, May 1991

PHS - Palmer, Alaska