

april marie smith

strategic marketer & creative



Energetic self-starter who thrives in an environment that requires analytical thinking and a creative approach.



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ENFJ, DISC: S

experience

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Senior Marketing Manager, Demand Generation

Lavinia Group; K12 Coalition | Eagan, MN | January 2024-Present

- Built and managed sales and marketing alignment processes (to include: Hubspot/SalesForce integration, lead scoring, reporting and KPI's).
- Monitored analytics and conducted a quarterly data report and presentation for stakeholders.
- Increased website traffic 800% over the course of 16 months with regular review of customer journey and page optimizations.
- Increased lead volume from website form submissions 525.9% YoY by simplifying the forms and improving the landing pages.
- Decreased website page bounce rate from an average of 73.38% to 14.81% for a 395.5% improvement by content optimization.
- Lead the successful management of enterprise-level projects that crossed divisions.

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Marketing Manager, Demand Generation

Lavinia Group; K12 Coalition | Eagan, MN | February 2023-January 2024

- Developed and implemented foundational marketing pieces (buyer personas, baseline metric reports, and content calendars).
- Designed Core and Supplemental Curriculum Products for print and distribution.
- Mapped and reported on customer journeys for products and services.
- Completed a detailed SEO audit, developed and executed a plan for optimization.
- Managed 3rd party vendor relationships and deliverables.

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Chief Marketing Officer

LenDRgroup Consulting | Charlotte, NC | November 2021-February 2023

- In first year of dedicated marketing and budget, marketing ROI is 115% and revenue directly attributed to marketing campaigns accounts for 18% of total ARR.
- Developed foundational marketing pieces such as buyer personas, brand messaging guidelines, visual identity handbook, brochures, flyers, conference materials, and presentation templates.
- Redesigned a website and built new pages and features based on defined ICP and brand messaging.
- Directed and managed a CRM Implementation (Hubspot).
- Managed an internal team of 4.
- Created processes for scalability and alignment between departments and their operations.
- Managed a budget and all reporting.

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Senior Account Manager

Stratagon (Agency) | Charlotte, NC | July 2021-November 2021

- Developed, consulted, and managed the Inbound marketing strategy for 8 target accounts consisting of both B2C and B2B clients.
- Managed a website redesign project of over 200 pages for a publicly traded company (MMD) in the advanced electronic manufacturing space.
- Consulted and managed the GTM Strategy for a MMD E-commerce company launching a new vertical.
- Served as a HubSpot specialist and consulted clients on building processes including but not limited to, automations, workflows, and sequences for their internal teams.
- Developed, implemented and positioned brand messaging derived from the exploration of buyer personas.

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Account Manager

Stratagon (Agency) | Charlotte, NC | April-July 2021

- Developed, consulted, and managed the Inbound marketing strategy for 4 target B2B accounts.
- Planned, managed, and delivered content for email marketing campaigns.
- Built and managed content calendars with specific topics to address goals for client's ICP.
- Consulted and created buyer persona's and journeys.



Marketing Consultant

LenDRgroup Consulting | Charlotte, NC | April 2020-November 2021

- Consulted on overall GTM strategy, processes and growth initiatives.
- Managed the strategy, targeting, copy and graphics for SEM Campaigns.
- Created and managed a content calendar for both social media and blog posts.
- Managed a team of creatives that delivered social graphics, copy and content.
- Functioned as the point person for 3rd party vendors.
- Maintained website updates and made requested changes as needed.



Account Strategist

Med Rank Interactive (Agency) | Charlotte, NC | March 2020-April 2021

- Managed 30+ accounts simultaneously as a client-facing SEO + SEM strategist.
- Managed a team that executed deliverables, including but not limited to social content, blog posts, citations and website development.
- Created a series of SOP's for operations and scalability.
- Monitored and managed social profiles as reputation management.
- Managed the strategy, targeting, copy and graphics for SEM Campaigns.
- Regularly reported on growth analytics and developed detailed data presentations.



Marketing Manager

Gastonia Farmers Market | Gastonia, NC | January 2018-January 2021

- Increased ARR by 50% in the first year and 150% in year two by launching a rebranding campaign, merchandising, and initiating events.
- Grew social media following by over 300% with regular posting and content specific to the newly defined target audience.
- Created and managed all logistics for a series of events with vendors and live music for the public and the community at large to attend.
- Orchestrated press interaction via developing local relationships and composing internal/external messaging campaigns and advertisements.



Owner Operator

Songbirds Studios | Gastonia, NC | 2011-2018

- Built a music education studio and performance space into a home for over 100 students.
- Attracted, employed and managed 4 private music teachers.
- Taught 4 different weekly Kindermusik classes for varying age groups.
- Hosted public music listening events, summer camps, and musical productions and managed all logistics and advertising to drive attendance.

education

B.A. in Music Therapy, Georgia College & State University

certifications

SCRUM Master (CSM)

HubSpot

Google Adwords

Google Analytics

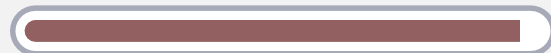
Coming Sept. 6: Certified Digital Marketing Professional (CDMP)

tools

- InDesign
- Monday
- Illustrator
- Teamwork
- Canva
- Trello
- GSuite
- SEMRush, AHREFS
- Powerpoint
- Wordpress
- Zapier
- HubSpot

key skills

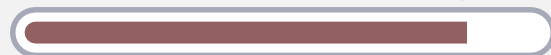
Marketing Operations ▼



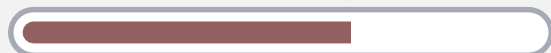
Strategy & Data Analysis ▼



SEO ▼



SEM ▼



Messaging & Positioning ▼

