

# APRIL PORTER

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## Work Experience

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*August 2022—present*

**Creative Manager** / BondiBoost / Frisco, TX

Lead Creative team in building a holistic visual approach across multiple channels within the brand. Work with other departments and contractors to plan and execute campaign and social photoshoots. Deliver graphic design projects including but not limited to in-store merchandising, packaging, e-mail marketing campaigns, e-commerce product page assets, digital advertising, out of home collateral, retailer education and support material templates.

*August 2020—August 2022*

KickHouse & Pryme Yoga

*January 2022—August 2022*

**Creative Director**

*August 2020—January 2022*

**Creative Lead**

Accountable for visualization and communication of both the KickHouse and Pryme Yoga brands, including national promotions and collateral. Fulfill local creative requests including print, in-studio, social media and other needs. Create and posts organic content for National social media channels. Manage and lead contractors.

*Summer 2015—present*

**Freelance Graphic Designer**

Produce creative jobs for a variety of clients in branding, logo design, poster and flyer creation, merchandising, social media and other marketing materials.

*March 2019—February 2020*

**Designer** in Design Lab / The Tombras Group / Knoxville, TN

Assist the Art Director and Creative Director in the creation of digital and print assets for multiple clients' advertising campaigns. Clients include: Van Gogh Vodka, Zaxby's, Orange Theory Fitness, Universal Companies, Nutrisystem, BB&T, Pilot Flying J, Chevron, Fresh Direct.

*Summer 2018*

**Creative Intern** / Focus Brands / Atlanta, GA

Work alongside the Creative Director for each brand to create both digital and print needs. Brands include: McAlister's Deli, Moe's Southwest Grill, Cinnabon, Schlotzsky's, Carvel and Auntie Anne's.

*Fall 2017—Spring 2018*

**Graphic Designer** / Mississippi State University Womens' Basketball

Create recruitment materials for prospective players for the team including digital assets and printed collateral.

## Education

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*December 2018*

Bachelor of Fine Arts with concentration in Graphic Design / Mississippi State University  
Minor in Marketing

## Skills

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*Software*

Photoshop, Illustrator, InDesign, Lightroom, Premier Pro, After Effects, Shogun Page Builder

*Technical*

Letterpress & Screen printing, Digital photography, Painting & Fine Arts