

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 marketing, eCommerce, and graphic design.

TECHNICAL SKILLS

Design: Using Adobe Illustrator, Photoshop, Canva and XDWebdesign. Experience with several website management platforms including Wordpress, Wix, BigCommerce, Square Space.

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

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

REFERENCES

Mario Nugara, City of Angels Ballet Artistic Director

Erin Druetz, Editor / Website Client

Marine de Vachon, Contempo Arts Productions Artistic Director