

APRIL LORRAINE WILSON

Digital Content Specialist

PROFESSIONAL SUMMARY

I am a goal-oriented, creative thinker with leadership, time management, expert writing and organizational skills. I am eager to learn and grow.

CONTACT DETAILS

- Mobile: 770-710-3049
- aprillorraine72@gmail.com
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SKILLS

- Search Engine Optimization
- Strategizing on social media
- Building web content
 - Advanced CMS systems: BLOX, Lakana, Arc
 - WordPress (Divi and Elementor)
 - Squarespace
 - SharpSpring
 - HTML and CSS knowledge
- Writing, formatting blogs, news articles, etc.
- Managing multiple projects simultaneously
 - Monday.com
 - Google Docs, Google Sheets
 - Asana
 - ClickUp
- Design Work
- Adobe (Photoshop, InDesign)

EDUCATION & TRAINING

UNIVERSITY OF SOUTH FLORIDA

Bachelor's Degree in Mass Communication

- Years Attended: 2010 - 2014
- Specialized in Public Relations
- Received a Minor in Marketing

INTERN

"Daytime" WFLA Channel 8 | 2014

- Provided customer service
- Assisted camera crew, director, producer on set
- Contributed in creating show segments

AWARDS & HONORS

- Grand Prize NYX Marcom winner: Team member for winning project | Sept. 2022
- Gold NYX Marcom winner: Team member for winning project | Sept. 2022
- Action News Jax Digital Collaborator of the month for outstanding content | Dec. 2019
- Action News Jax Published Author
- Supervisor of the Year | 2014
- USF Digital Bullpen Published Author
- USF Phi Chi Sigma Club for Outstanding Grades

WORK EXPERIENCE

LEAD CONTENT PRODUCER

Brand Ave Studios | September 2020 to present

- Assist traffic manager with building out new orders in our CMS system
- Administrate weekly traffic meetings when the traffic manager is out
- Delegate the flow of orders and tasks when the traffic manager is out
- Problem solve as team members run into issues with publishing software
- Communicate with team members to fulfill customer campaigns
- Write, build and publish advertorials and social posts for clients
- Brainstorm with my team to provide clients with unique advertising ideas
- Conduct interviews and compose a variety of articles and other written content
- Manage multiple clients and projects per day, week and month

CONTRACT DIGITAL MARKETER

Ryan Winter LLC | April 2020 to May 2021

- Facilitated digital content creation and dissemination for multiple businesses
- Wrote, formatted and published landing pages, emails, blogs and forms for business accounts using SharpSpring, WordPress, Squarespace
- Composed e-books using Canva for business accounts

DIGITAL CONTENT PRODUCER

Action News Jax | July 2018 to July 2020

- Managed and maintained the Action News Jax website and apps
- Coordinated digital coverage across departments
- Promoted the Action News Jax brand through all digital platforms
- Created social media elements to display Action News Jax content
- Produced news articles for our website, app and social media
- Executed Search Engine Optimization (SEO) strategies
- Published content to our website, mobile, TV apps and social media

ASSIGNMENT EDITOR

Action News Jax | February 2014 to July 2018

- Promoted to Digital Content Producer in July 2018
- Directed news crews to breaking news scenes
- Coordinated live equipment to meet deadlines
- Problem-solved issues between departments
- Advised managers of breaking news, updated and schedule changes
- Verified information through research and contacting officials

PROGRAM ASSISTANT, SPECIAL EVENTS SUPERVISOR, FACILITY SUPERVISOR

USF Campus Recreation | November 2012 to December 2014

- Promoted to Program Assistant while working as a Facility Supervisor
- Coordinated staff schedules and weekly updates
- Directed and supervised special events held at the facility
- Communicated with event customers to provide excellent service
- Promoted from Facility Staff to Facility Supervisor (2012-2013)
- Oversaw 25 to 30 facility employees
- Monitored the environment and security of the facility
- Managed customer relations, customer service and staff training