

April N. Smith

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EDUCATION:

Birkbeck, University of London

MA Digital Media Management - Commendation (65.6%)

Modules: Digital Design Thinking, Managing a Digital Project, Social Media and Online Branding, Web Development and UX Design

Richmond, the American International University in London (RAIUL)

BA Creative Arts & Communications: Art, Design and Media with Combined Studies - 2:1

Included a semester at Richmond University in Rome, Italy

Awarded Presidential Scholarship and Deans List

SGA Communications Department: Upper Division Communications Representative

WORK HISTORY:

Director, Head of Content & Creative, Peridot Digital - Freelance (2021 - Present)

Responsible for executing and overseeing data-driven content strategies and brand positioning for clients.

- Creates compelling, engaging and authoritative content to ensure pieces meet target audience needs.
- Ensures content narratives and messaging are in support of client's editorial mission, vision and voice.
- Drafts editorial strategies aligned with client's business goals, promoting client mission and vision.
- Manages Peridot's Content Marketing & PR teams, trains teams on best practices to optimize content on individual social media channels.
- Works with client's key stakeholders to grow brand recognition across social media channels.
- Applies feedback from key stakeholders to meet KPIs, metrics and drive conversion through data-driven and SEO-based content strategies.
- Leads weekly meetings with clients to discuss analytics reports and performance metrics.
- Researches relevant topics, trends, best creative practices to adjust and tailor content as needed.
- Copywriting and editorial strategies based on keyword research, SEO and E-A-T factors to boost client's search engine ranking.
- Oversees development and management of client's brand standards and content style guides.

Director/Co-Owner & SEO, Peridot Digital - Freelance (2016 - Present)

Advises on digital marketing strategies for small businesses, giving them a competitive advantage, increasing client retention and acquisition, and conversion rates through organic SEO techniques.

- Conducts website audits for prospective client proposals and develops recommendations for SEO best practices.
- Implements on-site optimizations, backlink analysis, and conversion rate optimization.
- Performs ongoing competitor and market analysis for keyword research, content strategies and link building recommendations.
- Recommends and implements new SEO strategies and monthly content plans.
- Works directly with leadership teams to develop marketing campaigns for SEO and Paid Search advertising.
- Regularly increases organic traffic for all clients by 220% within the first month.
- Increased our top client's PPC conversion rate by 32% without raising their budget, and reduced cost-per-conversion by 20% within the first month.
- Regularly achieves first-page positioning on Google Search for selected keywords.
- Analyses webpage traffic in order to target keywords that will drive optimum conversion rates.
- Captures links from major websites (within relevant industries) through backlink outreach techniques and guest content.

Senior Community Manager, Cubocc - Freelance (2017 - 2019)

Worked part-time, managing client-facing social media communications for all of Unilever Nexxus Hair Care's social media accounts.

- Oversaw the day-to-day community engagement on all of Unilever Nexxus Hair Care's social channels, including Facebook, Instagram, and Twitter.
- Carried out excellent, brand-driven customer service, directly handling customer queries.
- Supported the Manager of Projects (PM) and Production to engage users and increase social media activity.
- Provided product expertise and developed a database of more than 200 customer engagement variations; serving as a product expert.
- Regularly tracked the effectiveness of campaigns and provided reports.
- Coordinated creative asset transfers for Nexxus UK site launch (TAB uploads).

CERTIFICATIONS:

Google Analytics Individual Qualification Certification (2021)

Expires: Oct. 2022

Web Development and User Experience (UX); Social Media & Online Branding; Managing a Digital Project (2018)

MA in Digital Marketing, Birkbeck University of London

Westlaw UK [Research] Certification (2020)

Completed training and awarded certification of effective legal research techniques.

OTHER EXPERIENCE:

LEAD Committee and New Member, Junior League of London (2019 - present)

- Women's group that works to build better communities by improving the lives of local families in need.
- Attends regular meetings and leadership and team building seminars.
- Volunteers regularly at community service organizations in London.

Communications & Digital Marketing Internship, Officine Fotografiche Roma (2014)

- Performed social media management for a reportage photography gallery in Rome, Italy
- Organized events for exhibition openings and annual events: Obbiettivo Donna and Fotoleggendo
- Greatly improved my Italian language skills
- Translated and edited documents for international outreach and exhibition promotion

SKILLS:

- Social Media Management across all major channels (Instagram, Facebook, TikTok, Pinterest, email marketing)
- 'Internet Marketing' (i.e. SEO, PPC, analytics, etc.)
- Detail-oriented with strong interpersonal and communication skills, both verbal and written.
- Excellent customer service, client retention and stakeholder relationships.
- Exceptional team-working, strategic thinking and problem-solving skills.
- Experience in web analytics, data analysis, email and social media marketing.
- Proficiency with multiple software platforms relevant to different industries (Adobe, Microsoft, Google Suite, etc.)
- Google Analytics, Google Ads, Facebook & Instagram Ads, HubSpot In-bound Marketing Certified
- Experience working with Ahrefs, Moz, SEMRush, Screaming Frog, Constant Contact (email marketing)

HOBBIES & EXTRA CURRICULAR ACTIVITIES:

- Cooking, music, traveling, photography (www.socialmediasmith.wix.com/photography), art
- Upper Division Communications Representative - attended meetings with department heads at RAIUL
- Amnesty International club member - involved planning events, securing speakers and hosting events.

LANGUAGES:

- 6 years of Spanish at Intermediate Level; French Intermediate/Conversational; Italian Language Elementary II