



April Kinnelly

DESIGN | CREATIVE DIRECTION

PHONE: 734 945 7325

EMAIL: april@akinnelly.com

SKYPE: akinnelly

ADDRESS: 510 W. Saratoga
Ferndale, MI 48220

PORTFOLIO: WWW.AKINNELLY.COM

SUMMARY OF QUALIFICATIONS

Design professional with over 8 years experience in the Online Marketing and Social Media industry; possessing leadership ability, high quality standards, initiative and understanding of business relationships and objectives. Specialized in graphic design, creative direction and strategy, social and direct marketing, brand creation, web design and development, UX/IA design and project management.

EXPERIENCE

Creative Director | Inuvo, Inc. | 2009 – 2011 (currently under contract)

Lead design in the creation of web initiatives including websites, new media solutions (e.g. widgets, toolbars etc.) client and in-house collateral (online promotional materials - banners, landing pages, email templates), brand development and client interface customization.

Digital Art Director | Team Detroit | 2011 – 2012

Designed and produced web assets for Ford and Lincoln.com websites, produced in-house presentation and social media promotional materials.

Art Director | Think Partnership Inc. | 2008 – 2009

Responsible for client promotional materials, branding initiatives, concept development and trade show displays.

Art Director | Kowabunga | 2005 – 2008

Created online promotional materials for both client and in-house needs, while also managing and producing creative for company and client websites.

Art Director | Doubletake Studios | 2000 – 2005

Responsibilities included managing design staff, developing design concepts, proposals and client presentations.

SOFTWARE PROFICIENCY

Adobe CS5, HTML, CSS, Flash (Animation), JavaScript Application, CMS (Drupal/Wordpress), Microsoft Office

EDUCATION

Associate Degree in Art and Design - Henry Ford Community College

Bachelor of Fine Arts Degree - Eastern Michigan University