APRILPRUITT.COM   (972)533-6512   APRIL@APRILPRUITT.COM

APRIL PRUITT

Accomplished digital strategist with a rich background in elevating online experiences and driving strategic digital initiatives for industry-leading organizations. Proven success in optimizing web presence, managing diverse teams, and implementing innovative digital solutions.

EDUCATION

A.A.S. DEGREE

Computer Programming, E-Commerce
Dallas College
2008

B.A. DEGREE

Interdisciplinary Studies - Business Management and Art Technology
The University of Texas at Dallas
2014 Cum Laude

SKILLS

Digital Strategy

Web Optimization

Agile Project Management

Data Analytics

SEO & SEM

Content Strategy

Cross-functional Leadership

Vendor Management

A/B Testing

Compliance and Accessibility

Global Team Management

EXPERIENCE

2022 – PRESENT | JENIUS BANK (SMBC) | REMOTE - UNITED STATES

VP Storefront Expereince Owner

- **Strategic Leadership:** Orchestrated the successful launch of Jenius Bank's public-facing website, securing top SERP position within 4 months. Established seamless collaboration with the social media team and content writers, resulting in 5,000+ monthly visitor sessions pre-product launch.
- **Optimization Expertise:** Led optimization efforts, aligning product and marketing targets for maximum impact. Managed vendor relationships, ensuring site improvements and adherence to legal and compliance standards.
- **Agile Project Management:** Managed product ownership within the Agile (SCRUM) framework, overseeing roadmap development and successful implementation while adhering to WCAG guidelines.

2021 – 2022 | SIMPLER TRADING | REMOTE - UNITED STATES

Analytics Lead

- **Data Accuracy:** Owned and managed tracking tags using Google Tag Manager and WordPress plugins, enhancing data accuracy and analysis. Conducted A/B testing and managed properties in Google Analytics, elevating analytic tracking for conversions and engagement.
- **Strategic Guidance:** Led the transition from GA3 to GA4, optimizing Facebook Tracking and enhancing SEO, resulting in improved conversion metrics and ad spend optimization.
- **Collaboration:** Facilitated seamless communication between marketing and IT, aligning systems and projects for enhanced data tracking. Provided strategic leadership, enhancing legal compliance, user journey, and overall data tracking effectiveness.

2018 – 2021 | TIGI (UNILEVER) | REMOTE / LEWISVILLE, TX

Web Manager

- Global Strategy: Orchestrated global digital strategies, enhancing web presence and e-commerce user experience in 5+ markets through collaboration with international partners.
- Project Management: Led projects driving revenue in B2B and D2C affiliate channels, ensuring legal and accessibility compliance. Managed data analytics, reducing marketing costs by targeting stronger leads in multiple web-based platforms.

APRIL PRUITT

AWARDS

2021 Markie award for Most Improved Customer Experience
TIGI.com - B2B E-Commerce Site

2018 Gold Award for Site Redesign
UT Dallas - The Jonsson School Magazine website

ADDITIONAL CERTIFICATIONS

2020
Visual Elements of User Interface Design
California Institute of the Arts

2019
Asana Ambassador
Asana

ADDITIONAL SKILLS AND PASSIONS

- Repair and restore classic arcade games from the 80's and 90's
- Avid Gamer
- Advanced knit and crochet
- Technology junkie

EXPERIENCE CONTINUED

2017 - 2018 | UNIVERSITY OF TEXAS AT DALLAS | RICHARDSON, TX
Web Specialist
- **Content Management:** Managed web content for Jonsson School of Engineering and Computer Science, ensuring accessibility and SEO compliance. Elevated website quality assurance from 60% to 98%, surpassing industry standards.
- **Efficiency:** Implemented efficient service delivery processes, managing trouble tickets, and collaborating with cross-functional teams.

2015 - 2017 | AMERICAN AIRLINES | FORT WORTH, TX
Associate Web Editor
- **Engaging Content:** Created engaging content on American Airlines webpages using various CMS programs and Adobe Suite. Ensured W3C accessibility compliance and DOD regulation alignment.
- **Collaboration:** Collaborated with developers, designers, video developers, and copywriters to produce compelling web and social media content.