



# APRIL NOWLIN

Marketing Portfolio

August 2020

# Meet April Nowlin

Hello! I'm April Nowlin, a mom, speaker, entrepreneur and author. I started my professional career as an Instructional Designer because I love to teach creatively. After 8 years in that field I transitioned to marketing and fell in love with helping organizations build lasting relationships with their audiences.

I bring over 15 years of experience in marketing, training, strategic planning and effective team building. I'm known for thinking outside of the box and providing valuable insights. I'm passionate about helping churches and small businesses to identify the right people, systems and resources to make measurable growth happen.

Connect with me at [April@cultivatorco.com](mailto:April@cultivatorco.com).



# Professional Experience

- **Marketing Director:** [Faith Christian Center](#)
  - January 2017 – Present
- **Founder:** [Cultivator Consulting](#)
  - June 2013 - Present
- **Content & Customer Marketing Manager:** [KEAP – Formerly Infusionsoft](#)
  - March 2014 – November 2015
- **Manager, Marketing Service:** [Limelight Networks](#)
  - December 2010 – January 2014
- **Manager, Learning and Development:** [Wageworks, Inc](#)
  - October 2005 – December 2010
- **Receptionist:** RED Development:
  - February 2001 – July 2004

# Notable Achievements

- Faith Christian Center
  - Increased website pageviews by 71% year over year.
  - Increased new visitors to website by 62% year over year.
  - Increased social media engagement by 59% year over year.
  - Measurable contribution to church membership growth by 13% year over year.
- Cultivator Co.
  - The average revenue growth reported for clients was 48% within 1 year.
- Limelight Networks
  - Successfully negotiated costs associated with tradeshow events saving the organization approximately \$20,000 in 2013.
  - Increased booth traffic and caliber of conversations at trade shows by 50% through personnel training.
  - Webby Awards Honoree - 2013

# Analytics Experience

I believe numbers tell a story. This is why physicians rely on them to determine a health status.

This is just as true for an organization. Your numbers can tell you how healthy you are, where you need to improve and help you to reach your desired goals.

**I'm proficient in the following:**

- Google Analytics
- Congregational, Staff & Volunteer Surveys
- Email Marketing Data
- Social Media Performance

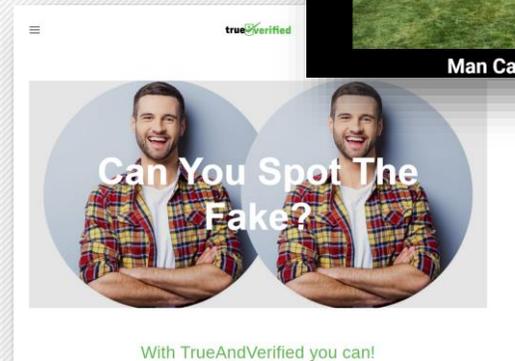
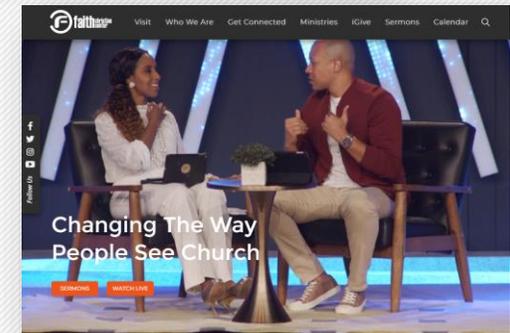


# Website Experience

An effective and engaging website provides those searching for the answers you are providing a way to connect 24/7. A poorly performing website may deter them from those much needed connections.

A few websites I've created, designed or managed:

- <https://fcc-phx.com/>
- <https://fccmancamp.com/>
- <https://yougotblessed.com/>
- <https://www.pushcareermanagement.com/>
- <https://www.trueandverified.com>
- <http://cultivatorco.com/>

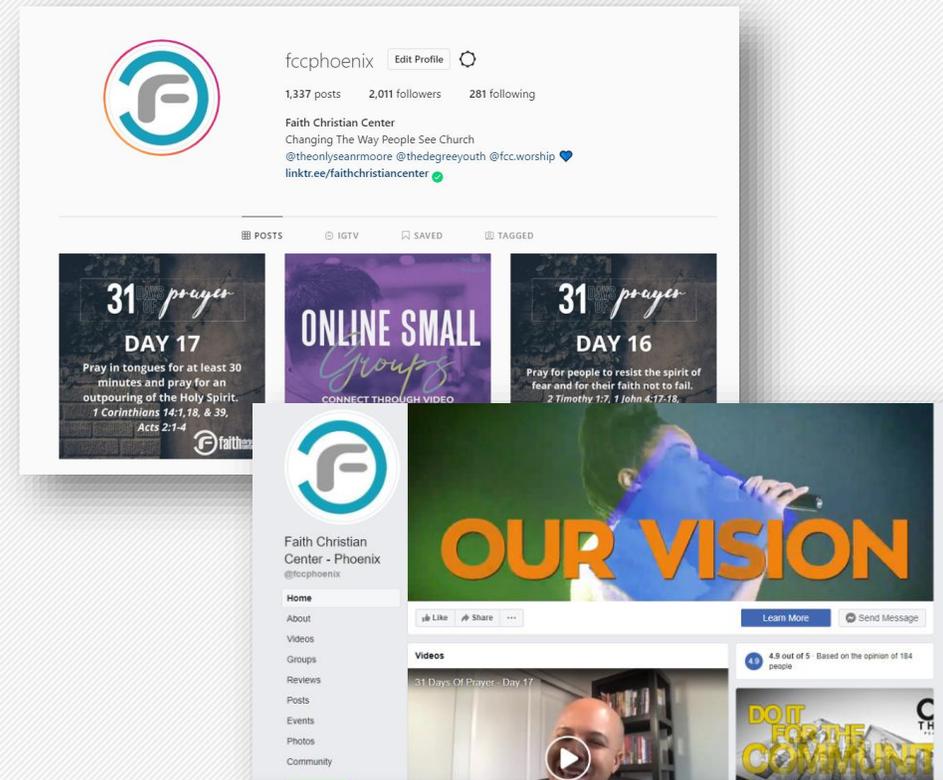


# Social Media Experience

In today's hyper-connected world, social media is one of the most effective ways to connect with your audience and build community.

## Social Media platforms I've managed:

- YouTube
- Twitter
- Instagram
- Google +
- Facebook
- Yelp
- LinkedIn

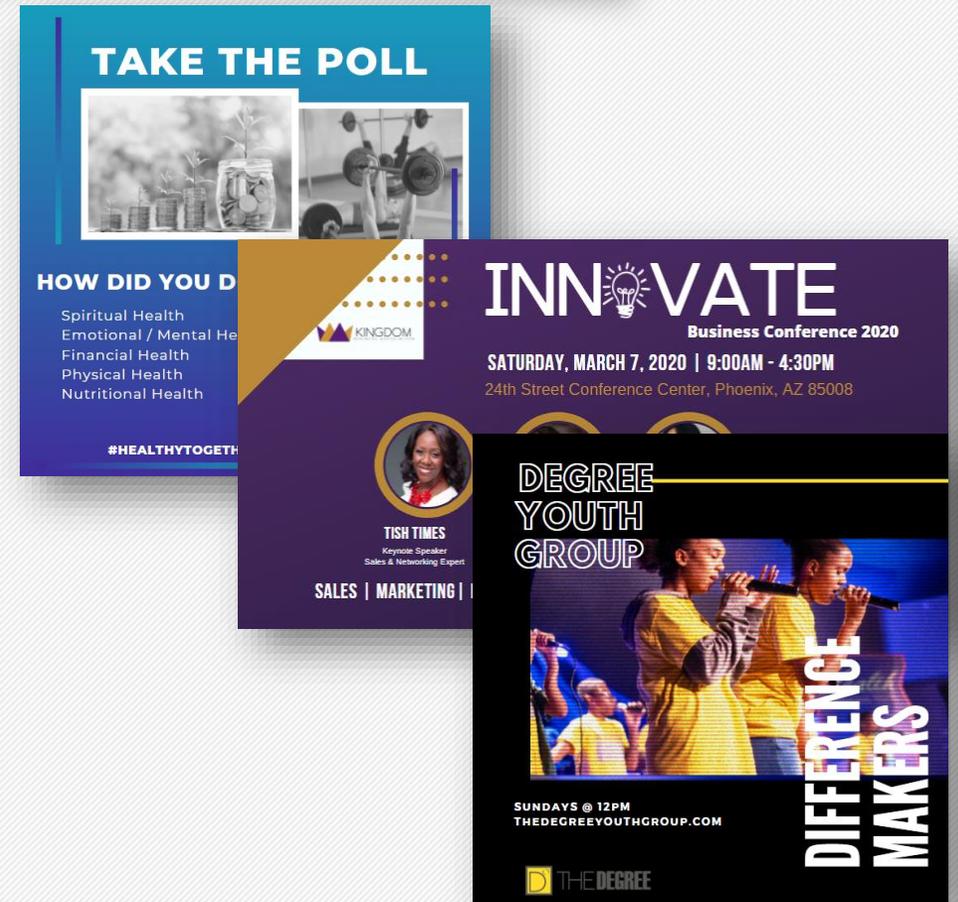


# Design Experience

A picture is worth a thousand words, or likes in today's marketplace. Marketing graphics are about communicating and promoting a brand's products or services in a way that connects with their audience.

## Design assets:

- Social Media
- Event Flyers
- Digital Emails/Newsletters

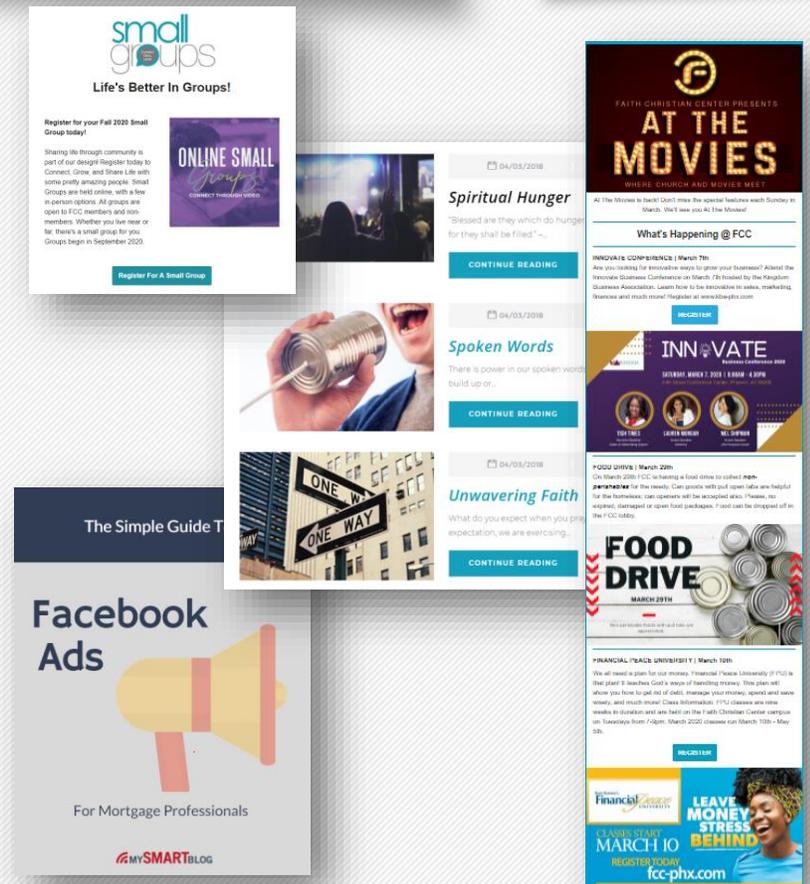


# Content Writing Experience

Effective content is the backbone of strategic marketing. The goal is to create and distribute valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive them to action

## Content writing projects:

- eBook
- Blogs
- Website Content
- Social Media Content
- Video storyboarding
- Email Campaigns
- Digital Newsletter
- Text Communications
- Event Press Releases
- Video Scripts



# Tools and Systems Experience

- Audacity – Audio Editing Tool
- Basecamp – Project Management System
- Camtasia – Video Editing Tool
- Canva – Graphic Design Tool
- Church Online – Livestream Player
- Church Streaming – Livestream platform
- FellowshipOne – Church Database
- GroupVitals - Small Groups Management
- Hootsuite – Social Media Scheduling
- Kindrid – Text Giving System
- Libsyn – Podcast System
- LinkTree – Multilink Tool
- Livestream – Livestream Platform
- MailChimp – Email System
- Microsoft Office
- Photoshop – Graphic Design Tool
- Restream – Livestream Platform
- Shopify – eCommerce System
- Text In Church – Texting System
- WordPress – Website Design Platform
- Wufoo (Survey Monkey) - Form Builder Platform

# Recommendations

We enjoy partnering with April because of her willingness to find resolve. She is consistent and dependable. She was very well informed in her area of expertise and generally had a very upbeat and encouraging attitude. We value her drive to complete tasks and her professionalism in keeping the team informed of the status of their specific business needs and/or requests. – **Faith Christian Center**

I have never met anyone with such a positive attitude and great organization and attention to detail. I can wholeheartedly endorse her for any event/project management of any kind. She foresees problems before they happen to keep budgets on track. She also hits all deadlines with a level of professionalism second to none. She is a phenomenal talent and a great person to work with. – **Dana Albert, Coworker**

# Recommendations

I hired April in 2014 to work on my team as an Instructional Designer for Infusionsoft. She immediately hit the ground running and augmented her designer skills with content marketing. She became known as an expert in ISD and often had other managers asking for her time or to join their team. – **Tracie Rollins, Supervisor**

I was trying a little bit of this and little bit of that with no real roadmap or vision. April helped me to find the part of my voice that resonated with my target audience. I would still be trying to figure out what I was doing in business without a little “Cultivation.” Thank you, April! – **Brenda Cunningham, Client**