

APRIL GOETTLE

FRONT END DEVELOPER

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Front-end website developer and project manager with seven years of experience creating visually compelling, conversion-focused website designs for various clients across diverse industries. Known as a creative, collaborative, and critically thinking contributor who understands how people use websites and search for products and services.

COMPETENCIES

Design & Development Production of Websites | SEO & SEM | Agile Design Principles | Project Management | UI/UX Design Elements | Photoshop | Illustrator | Prototyping Software | WordPress | ADA Compliance | eCommerce | PHP | HTML | JavaScript | CSS3/SASS | CMS | jQuery | Plugin Troubleshooting & Management | Website Maintenance

EXPERIENCE

Hurrdat Agency | Omaha, NE | 2018 – Present

A full-service digital marketing agency.

Front-End Developer | 2022 – Present

WordPress/PHP developer responsible for front-end development using a combination of programming skills, including PHP, HTML5, CSS3, and JavaScript. Implement and support unique creative designs on sophisticated client websites and contribute to the ongoing development and maintenance of the platform. Conduct research and perform discovery analysis, including content reviews and wireframing to build and launch concept websites.

- 575% growth in clicks from organic results accomplished by implementing site optimizations; other achievements around this effort include 161% expansion in organic impressions, doubled click-through rates, 10% increase in average position in organic results, and a 131% lift in ranking keywords.
- Streamlined the design and built tasks and timelines by leading the initiative to update the project management templates.

Web Designer | 2018 – 2022

Performed at all levels of the web design lifecycle, including research, concepts, wireframes, prototypes, and pixel-perfect UI. Collaborated with marketing to implement analytics and A/B testing tools and experiences across diverse projects, including landing pages to complete websites, emails, decks, and social media content. Created and ensured consistent visual elements and adherence to the brand and developed UI solutions that communicate the brand without sacrificing functionality.

Conversion-Focused Design

- 336% increase in clicks and 217% rise in calls realized by improving local search optimization; achieved better visibility and more actions in Google local search results for 1,400+ locations.
- Improved conversion rate by 1.36% by implementing new landing page content and redesigning and deploying to all relevant product pages; drove a unique user experience to each consumer in real-time, putting the right product in front of the right customer at every touchpoint.
- One thousand email subscribers captured in the first year by deploying a website optimization plan to emphasize services on the website better; increased organic traffic and conversion rates with those pages.
- 97% growth in organic sessions realized through title tag testing, designed to improve website traffic on hundreds of location pages; test implementation led to better organic traffic and a rise in click-through rates.

Search Engine Optimization (SEO)

- 3,300% growth in monthly organic sessions reached three years after shifting blog strategy to incorporate new ideas and formats; content marketing plan helped improve organic sessions and keyword ranking.
- First-page Google results achieved by redesigning the website to focus on keyword optimization.
- 513% growth in Shopify keywords for client's eCommerce site reached through a strong SEO strategy, turning organic search into a strong channel for client's Shopify store.

- 300% keyword growth earned by redesigning and optimizing an existing website; created a more streamlined website with better search visibility.

Freelance | Bozeman, MT | 2016 – Present

Web Designer

Bring creative and strategic ideas to life by designing, coding, modifying, and maintaining digital experiences from websites to emails. Provide website optimization, troubleshooting, and content management, producing a 193% increase in website clicks. Clients include small businesses and non-profits.

Center For Rural Affairs | Lyons, NE | 2016 – 2017

Project Manager, Community Foods

Project manager, Santee Sioux Reservation Community Food Program. Responsibilities included:

- Staff management- scheduling, workflow, payroll
- Grant planning and implementation
- Workshop instruction
- Manage purveyor orders and payments
- Social media marketing, blog posts for Center website and media

Pheasant Bonanza Hunt Club | Tekamah, NE | 2012 – 2016

Project Manager, Community Foods

Worked in a variety of rolls at this seasonal private upland and waterfowl lodge, including:

Office Manager:

- Member and client relations management
- Database update and reorganization
- Accounts payable / receivable, payroll

Marketing Coordinator:

- Website build and maintenance www.pheasantbonanza.com
- Media design- menus, postcards, print ads, billboards
- Social media- Facebook, Twitter, Flickr, Instagram
- Mailing list update and maintenance

Food & Beverage Director:

- Management and implementation of private dining program
- Menu planning with clients
- Off-site catering
- Management of staff, workflow, inventory

EDUCATION

Bachelor of Science, IT Innovation, University of Nebraska, Omaha, NE | *Magna Cum Laude* | 2020
Awarded the Women Innovators Fellowship through Do Space

General Studies, Columbia University, NYC | 2009