

APRIL ARRINGTON

MARKETING & DEVELOPMENT EXECUTIVE

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SUMMARY

Dynamic Marketing, Communications, and Development Executive with over a decade of experience driving strategic growth and brand excellence across diverse sectors. Proven track record in crafting and executing innovative marketing campaigns that boost visibility and engagement. Expert in managing high-impact relationships with key stakeholders, including major donors and partners, leading to the successful securing of substantial contributions and sponsorships. Adept at leveraging creative solutions to address complex challenges and enhance organizational effectiveness. Strong leadership skills with a keen ability to inspire teams, foster collaboration, and deliver measurable results. Committed to advancing mission-driven objectives through strategic vision and tactical execution.

SKILLS

- Lead Acquisition
- Relationship Management
- Sales
- Database Management & Analytics
- Digital Marketing
- Social Media Management
- Event Planning
- Graphic Design

WORK EXPERIENCE

San Antonio Pets Alive!

Director of Development and Marketing • San Antonio, TX • February 2024 - August 2024

- Developed and executed a comprehensive philanthropic strategy, raising \$940,000 during my 6-month tenure toward a \$2.2 million fundraising goal.
- Managed major gift initiatives from individuals and corporations, including prospect identification, cultivation, stewardship, and solicitation.
- Cultivated and strengthened long-term partnerships with individuals, corporate entities, and foundations through effective grant writing and stewardship.
- Designed and implemented a dynamic annual giving program and multi-year fundraising strategies to drive immediate and sustainable financial growth.
- Developed an annual marketing plan encompassing digital, social, and print to boost brand awareness, expand supporter base, and increase visibility.
- Elevated and enhanced the organization's brand through targeted communication and marketing strategies, ensuring strategic visibility.
- Provided strategic direction and support for key messaging and overall communication efforts.
- Created all marketing initiatives, including content creation, press release writing, and website maintenance, ensuring cohesive and effective brand messaging.
- Foster a culture of excellence by setting clear, measurable goals for staff performance and ensuring accountability.
- Offer leadership and guidance in relationship management, gift reporting, acknowledgment, accounting, and data integrity.

Kindness Ranch Animal Sanctuary

Communications Director • Hartville, WY • October 2022 - February 2024

- Created and executed a comprehensive communications and online fundraising strategy that generated over \$600k in 2023, leveraging targeted campaigns, donor engagement tactics, and cutting-edge digital tools to maximize impact.
- Managed and enhanced the organization's digital presence through strategic management of social media platforms, including crafting engaging and viral content across Facebook, Twitter, Instagram, LinkedIn, and TikTok to increase reach and engagement.
- Designed and launched innovative online fundraising campaigns utilizing email marketing, crowdfunding, and social media ads to drive donations and amplify fundraising efforts.
- Utilized data analytics tools to track and evaluate the performance of digital campaigns and social media activities, making data-driven adjustments to enhance engagement, conversion rates, and overall effectiveness.
- Ensured cohesive brand messaging by integrating digital media efforts with traditional marketing strategies, overseeing digital advertising, SEO, and cross-channel communication to boost visibility and supporter engagement.

Rescue Ranch

Rescue Program Director (interim Managing Director) • Statesville, NC • November 2020 - October 2022

- Created and launched the Companion Animals Adoption Program, including strategic planning, departmental management, and program execution, resulting in increased adoptions and enhanced community outreach.
- Planned, coordinated, and executed signature events, generating substantial annual revenue through meticulous event management, strategic partnerships, and targeted marketing tactics.
- Utilized a range of marketing strategies to promote programs and events, including digital advertising, social media campaigns, and community outreach, to drive engagement and support.
- Built and nurtured relationships with donors, sponsors, and community partners to support program and event goals, ensuring long-term collaboration and sustained financial support.

Animal Outlook

Communications Consultant • Remote • February 2021 - October 2021

- Overhauled the organization's social media strategy by creating engaging, on-brand content and utilizing data-driven insights to enhance audience reach, interaction, and overall brand visibility across multiple platforms.
- Led a comprehensive reorganization of the communications department, streamlining processes, redefining roles, and implementing best practices to improve efficiency and enhance overall team performance.
- Revitalized communication strategies by establishing clear channels and protocols, ensuring consistent and effective messaging both internally within the organization and externally with stakeholders and the public.
- Redesigned email fundraising strategies, incorporating personalized content and targeted segmentation, which resulted in a significant increase in donor engagement and revenue growth.

Beagle Freedom Project

Vice President (former Brand Director) • Los Angeles, CA & Remote • October 2013 - January 2020

- Successfully secured and managed a budget of over \$2 million, including major grants such as a \$250k Microsoft Grant and a \$250k Lush Prize, demonstrating expertise in attracting and managing significant funding through innovative programs and strategic financial oversight.
- Overhauled the organization's social media strategy by creating engaging, on-brand content and utilizing data-driven insights to enhance audience reach, interaction, and overall brand visibility across multiple platforms.
- Designed and executed diverse fundraising programs and initiatives, including a highly successful monthly donor subscription program that generates over \$500k annually, and dynamic marketing campaigns across digital media that boosted donations by over 10% each year, including \$150k+ on Giving Tuesday and \$250k+ for Year-End giving.
- Enhanced the organization's brand visibility through strategic marketing and communication efforts, leading to increased public awareness and support, and achieving significant milestones such as passing signature legislation in 13 states with 'The Beagle Bill.'
- Effectively managed a team of 12 staff members and over 150 volunteers, providing leadership and guidance that drove the successful execution of fundraising and marketing strategies. This collaborative and high-performance approach contributed to the rescue and adoption of thousands of former research animals, furthering the organization's mission and impact.

Parragon Books, Ltd.

Senior Designer • Bath, England • January 2013 - November 2015

- Managed a team of designers and interns in creating award-winning products for high-profile clients such as Disney, Marvel, and Nickelodeon within the EMEA market.
- Oversaw project development from concept to final delivery, ensuring high-quality and innovative design solutions.
- Designed and produced various products and publications for top Fortune 500 companies, utilizing extensive brand knowledge and creative skills to boost brand visibility and market appeal.
- Provided strategic creative direction and guidance to ensure alignment with brand standards and market trends, leading to successful product launches timed with movie releases and increased brand engagement.

Eyeball Productions

Marketing and Design Coordinator • San Diego, California • August 2012 - October 2013

- Designed and executed comprehensive internal communications strategies for international tennis brand Völkl, effectively managing communication across 13 international sales regions to ensure consistent messaging and alignment with global brand objectives.
- Oversaw and coordinated all marketing and communication efforts for Völkl, including strategic planning, campaign execution, and performance analysis to enhance brand visibility and engagement.
- Directed product design and development for seasonal launches, collaborating with cross-functional teams to create innovative tennis products, packaging, and apparel that met market demands and brand standards.
- Developed and implemented creative booth exhibitions for major sporting events, enhancing brand presence and engagement through visually compelling and interactive displays.

EDUCATION

Bachelor of Arts

Flagler College • St. Augustine, FL 2008-2012

Internship

SHED. Design • London, England • Summer 2009

VOLUNTEERING

Wildland Firefighting

Guernsey, WY • One Year

Animal Welfare

Charlotte, NC • Three Years

Equine Therapy

Charlotte, NC • Two Years