

# April Ludgate

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## SUMMARY OF QUALIFICATIONS

- Established business owner with proven sales record
- Innovative individual with experience developing professional branding campaigns on social media (Instagram, Facebook, Snapchat, Twitter, LinkedIn)
- Strong expertise in logo design and advertisement creation
- Bilingual professional with strong organizational, leadership and communication skills

## EDUCATION

**Rockland Community College, Suffern NY**

5/2020

*A.A.S. Business Marketing*

## ACADEMIC PROJECTS

*“Service Learning: Clothes the Deal”*

- Collaborated with six team members to brainstorm ideas on how to advertise RCC’s Clothes Closet
- Created virtual advertisements and promoted the clothes closet on social media sig

*“International Marketing: Bring a Business Elsewhere”*

- Developed a business plan to introduce a new brand to other parts of the world

## RELEVANT COURSEWORK

- Microeconomics
- Macroeconomics
- Principles of Accounting I
- Principles of Marketing
- International Marketing
- Principles of Management
- Spreadsheet and Database Management

## EXPERIENCE

**Summer Beauty, Poland, IN**

5/2019 – Present

*Business Owner*

- Develop and manage an online inventory of cosmetics
- Build clientele by staying up to date on beauty trends and current successful markets
- Promote social media marketing, online campaigns and advertisements
- Process all finances including profits and expenses and centralize reporting on a datasheet

**Verizon, Sparta, IN**

July 2018 – May 2019

*Sales Associate*

- Advertised promotions via multiple sales platforms, including Facebook and Instagram
- Exceeded competitive, monthly sales goals
- Explained benefits and drawbacks of different products and packages

## SKILLS

- Proficient in Microsoft Word, Excel, PowerPoint and Google Docs
- Bilingual English/Spanish