

APRIL SHELHON

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SELECT EXPERIENCE

INTERNAL COMMUNICATIONS & MARKETING MANAGER

MAR 2023 – PRESENT

Colorado State University – Office for the Vice President of Research, Fort Collins, CO

- Composes C-suite communications and planning within the division and for the greater university audience.
- Organizes, facilitates, and plans programming for events.
- Plans and facilitates efforts for a broad, positive impact on culture, leadership perception and employee experience while prioritizing diversity and inclusion.
- Uses multi-channel communication to align division values, vision, and goals.
- Creates marketing plans and materials for internal and cross-channel use.
- Participates on the DEIJ committee to ensure efforts to improve diverse employee experience.

MARKETING HORTICULTURIST

MAY 2015 – MAR 2023

Botanical Interests Seed Co., Broomfield, CO

- Wrote and edited horticultural copy and content for all media channels, including product packaging, catalogs, articles, blog, B2C (123k audience, generating over 20% total revenue) and B2B (3.5k) e-newsletters (Mailchimp), social media (300k+), presentations, videos, ads, graphics (Canva), and other marketing materials for a diverse audience.
- Created horticultural programming covering various practices (e.g., holistic, organic, different cropping systems) for a diverse audience delivered via in-person lectures, written training series, and special projects.
- Developed and managed outreach programs, including affiliate marketing (40% increase in revenue), influencer marketing (30% audience increase), and philanthropic opportunities, focusing on diverse representation, inclusion, and community benefit.
- Managed data and analysis of key performance indicators of campaigns, partnerships, and other marketing efforts.
- Led the data-driven planning of the communication calendar, supporting content, programming, and promotions.
- Created and maintained data and record-keeping systems as needed (MS Excel, Mavenlink, Google Suites).
- Conducted ongoing research on products, gardening, agriculture, and marketing trends.
- Assisted in optimizing paid search, digital ads, SEO, product keywords, and co-managed website content (HTML).

BIOLOGICAL SCIENCE TECHNICIAN

MAY 2013 – APRIL 2015

USDA– Agricultural Research Service – Water Management Research, Fort Collins, CO

- Conducted limited irrigation crop production and research to reduce water use while maintaining yield.
- Contributed to the planning, coordination, and sequencing of technical aspects of the research.
- Installed, maintained, calibrated, and modified specialized equipment for field, greenhouse, and laboratory research (e.g., porometer, fluorometer, time-domain reflectometry, sap flow, biomass, hydraulic Giddings for root cores, soil cores, GPS, seed counter, micro-scale etc.) Created and modified equipment as needed.
- Plant physiology, phenology, and evaporative transpiration data collection, statistical analysis, and management.
- Wrote and maintained SOPs and maintained laboratories following OSHA rules.
- Operated heavy equipment (e.g., tractors, fuel trucks, ATVs, etc.).

LANDSCAPE FOREMAN

FEB 2005 – DEC 2006 & MAY 2013 – APR 2015

Garden Art Landscaping, Fort Collins, CO

- Managed and coordinated the work crew to complete landscape maintenance and installation within the client's estimate.
- Duties included recordkeeping, heavy equipment operation, hardscape installation, safely handling hazardous materials, design, greenhouse plant maintenance, customer interface and education, and other landscape and irrigation-related tasks.

FARM & EDUCATION MANAGER**MARCH 2010 – JAN 2013**

EarthDance Farm, Ferguson, MO

- Managed a diversified small-acreage vegetable farm using organic and holistic methods, applied research, and good agricultural and land management practices.
- Managed and mentored employees, apprentices, volunteers, children and others on the farm.
- Developed and delivered farming educational programming for the diverse apprentice and greater community.
- Collaborated with other local agriculturists and community leaders.
- Created and maintained planning and reporting systems and regularly presented to stakeholders and the board of directors.
- Created and composed e-newsletters for consumers, restaurant accounts, and the public regarding products, the farm, and programming.
- Procured and managed agricultural equipment.
- Assisted with farm business plan, budgeting, grant writing and reporting, organic certification, etc.

URBAN FARMER & NURSERYMAN**MAR 2010 – DEC 2009**

Bowood Farm, St. Louis, MO

- Planned and co-managed the nursery's urban agriculture program.
- Performed customer service, sales, plant care, inventory, maintenance, purchasing, and merchandising.
- Published horticultural educational materials for consumers and delivered educational programming.

ASSISTANT FARM & STORE MANAGER**MAR – OCT 2009**

Winslow's Home, St. Louis, MO

- Planned and facilitated CSA logistics and communication.
- Managed the day-to-day farm work and employees.
- Hired, trained, and managed the store and farm staff.

OWNER**FEB 2004 – DEC 2004**

Breaking Ground Greenhouse at Happy Heart Farm, Fort Collins, CO

- Produced diversified crops on small acreage for the market using organic and holistic methods.
- Recruited, trained, and coordinated volunteers.
- Planned, managed, and executed all aspects of the farm, from seed to market.

EDUCATIONAL EXPERIENCE

ECOSYSTEM SCIENCE & SUSTAINABILITY MASTER'S

IN PROGRESS

Colorado State University, Fort Collins, CO

WILDLIFE BIOLOGY BACHELOR'S

2003

Colorado State University, Fort Collins, CO

ENVIRONMENTAL SCIENCE ASSOCIATE'S

1999

Naugatuck Valley Community College, Waterbury, CT

RELEVANT VOLUNTEER EXPERIENCE

BOARD MEMBER, The Vegetable Connection, Fort Collins, CO

2019

FARMER MENTOR, Loveland Youth Garden, Loveland, CO

2018 - 2019

VOLUNTEER, The Growing Project, Fort Collins, CO

2017

VOLUNTEER, Native Hill Farm, Fort Collins, CO

2013

FARMER MENTOR, Revive Gardens, Fort Collins, CO

2013

ADVISOR, Horticulture Program, Special School District of St. Louis

2011-2012

HARVEST COORDINATOR & SHIFT LEAD, EarthDance Farm, Ferguson, MO

2010

VOLUNTEER GARDEN STAFF, The Green Center, St. Louis, MO

2010

VOLUNTEER, Colona Community Farm, Laporte, CO

2008

VOLUNTEER, Fort Collins Food Cooperative, Fort Collins, CO

2005 - 2006

MASTER NATURALIST, City of Fort Collins, Fort Collins, CO

2003 - 2007

SPEARHEAD, SUSDEV, Colorado State University Organic Garden, Fort Collins, CO

2002 - 2003

Additional professional and volunteer experience and references are available upon request.