

# April Scales

| 313.515.2904 | [april04scales@gmail.com](mailto:april04scales@gmail.com) | [github.com/arose486](https://github.com/arose486) | [linkedin.com/in/april04scales/](https://linkedin.com/in/april04scales/)

## Core Competencies

---

- **Technical Writing:** Expertise in creating user guides, FAQs, tutorials, and technical documentation for web-based platforms and tools.
- **Data Analytics:** Skilled in Google Analytics, SQL, Tableau, and Python to analyze user behavior and inform content strategy.
- **Web Development:** Proficient in HTML, CSS, JavaScript, with hands-on experience managing CMS platforms (WordPress, Drupal).
- **SEO and Documentation Optimization:** Implementing SEO strategies to enhance document discoverability and web content performance.
- **Project Management:** Coordinating content and web development projects to ensure timely delivery and adherence to specifications.
- **IT Support:** Providing technical support for web technologies, content management systems, and database systems.

## Experience

---

### SEMCOG | Web Specialist

2019 - present

- **Technical Documentation:** Authored comprehensive technical guides, FAQs, and user manuals to support web application users, internal teams, and developers.
- **IT Support and Troubleshooting:** Provided hands-on technical support for web platforms and content management systems, ensuring seamless user experience and resolving technical issues.
- **Cross-Team Collaboration:** Worked closely with developers and designers to align technical documentation with system functionality and user needs.
- **Content Optimization:** Led SEO initiatives to improve the visibility of web content and technical documentation, driving user engagement and higher search engine rankings.

### SEMCOG | Student Practicum

2019-2019

- **Content Support:** Assisted with the creation and maintenance of technical documentation and provided SQL database support, ensuring data integrity.
- **Data-Driven Decisions:** Analyzed user data to support content decisions and documentation improvements.

### Henry Ford Health Systems | Billing Specialist Temp

2017-2018

- **Data Integrity:** Managed and maintained accurate billing records and client data using advanced data management techniques, with a focus on compliance.

### Henry Ford Health Systems | QI Admin Temp

2017-2017

- **Data Analysis:** Led data-driven quality improvement projects and analyzed metrics to enhance marketing and operational processes.

## Education

---

**University of Phoenix, BS Engineering**

**Present**

Major: Computer Science

**Wayne State University, MLIS**

**Complete**

Major: Information Science

**Wayne State University, MLIS**

**Complete**

Major: Information Management

**Wayne State University, BA**

**Complete**

Major: Linguistics

## Non-Technical Skills & abilities

---

- **Communication:** Expert at simplifying technical jargon and translating complex concepts into clear, concise content for all audiences.
- **Attention to Detail:** Ensuring documentation is accurate, precise, and error-free.
- **Collaboration:** Experienced in working with developers, designers, and product managers to deliver user-friendly solutions.
- **Adaptability:** Quick to learn new technologies and adapt to fast-paced, evolving environments.
- **Problem-Solving:** Proactive in identifying gaps in information and developing effective solutions.
- **Time Management:** Skilled at managing multiple projects and meeting tight deadlines.
- **Empathy:** Understanding user needs to create documentation that addresses pain points and improves user experience.
- **Research Skills:** Conducting thorough research to ensure content is accurate, up-to-date, and comprehensive.
- **Creativity:** Finding innovative ways to present complex information in an engaging, user-friendly format.
- **Critical Thinking:** Structuring information logically and evaluating the best ways to present it for clarity and accessibility.

## Technical Skills

---

- **Programming:** HTML, CSS, JavaScript, Python, PHP, SQL
- **Data Analytics:** Google Analytics, Adobe Analytics, Tableau, SPSS
- **Content Management Systems:** WordPress, Drupal, DNN
- **Cloud Platforms:** Google Cloud, AWS Cloud
- **Tools:** Microsoft Office Suite, Google Workspace, Adobe Creative Suite