

# April Dockery

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## Sales Engineer | Solutions Engineer

### Professional Profile

A dynamic professional with a unique skill set combining project management and sales with experience in developing marketing initiatives from ideation to execution that meet the operational and revenue-based goals of executive leadership teams. With a keen focus on client needs and project outcomes, I excel at developing and delivering solutions that meet technical and business needs.

### Areas of Expertise

- Prepare technical and sales-related documents such as user manuals, proposals, and contracts; research and gathering information to assemble demo presentations
- Communicating with cross-functional teams to develop efficient sales and marketing strategies
- Strong ability to learn new platforms, systems, and applications
- Project management
- Excellent communicator that can demonstrate overall benefits clearly to influence investor decisions
- Promote awareness of brand image internally and externally

### Technical Skills Overview

- B2B/B2C Marketing
- Perform demos and training with teams on CRM and other software systems: HubSpot, Salesforce Marketing Cloud | Shopify
- Data mining and analytics: Google Analytics | SQL
- API setup and data migration and synchronization for SaaS products
- Web development: HTML | CSS | Javascript | React | Python

### Highlight of Achievements

- Pioneered the shift from product-based campaigns to contact-less delivery of self-service options resulting in nearly \$20M of booked revenue generated for credit union clients during the pandemic in 2020
- Published an e-book on the subject of user personas and branding in e-commerce
- Implemented an efficient communications coordinator training program reducing gaps in training time from 90 days to around 45
- Created an internal library of design components to aid the communications team in building client-facing digital products with a turnover from 10 business days to 5

## **Work History**

### **Group Sales Project Coordinator**

Stone Mountain Park - Stone Mountain, GA

May 2022 to Present

- Collaborate with our marketing team to optimize lead generation
- Perform demos and training with the marketing team on current CRM systems  
Caterease | Gateway Ticketing Systems
- Manage and track inbound leads
- Pre-sales and post-sales experience

### **Shopify Developer**

OUDIENCE Branding Co. - Remote

April 2015 to August 2022

- Shopify Partner for 5+ years with 10+ stores built
- Consulted in the redesign of a company's website, resulting in a 25% increase in traffic
- Conducted discovery calls or sessions to pinpoint client issues
- Experience in integrating external APIs
- Implemented and configure third party apps
- Detected and troubleshoot software issues
- Version control for Shopify theme development

### **Communications Project Coordinator**

Xtend - Grand Rapids, MI

January 2020 to August 2020

- Managed multi-channel marketing campaigns for a network of 80+ credit unions
- Built custom target audiences using data mining with proprietary SQL software
- 146 loans booked with over \$1.5 million in loan revenue in Q1 2020
- 20 new credit card approvals and 31 balance transfers resulting in \$76,250 in targeted loans and \$91,336.44 in balance transfers within 14 days of a campaign ending
- Promoted to a leadership role within the first 60 days
- Helped to complete a total of 121 campaigns with outreach expanding to over 660K members; resulting in nearly \$20M of revenue generated for credit union clients in 2020

### **Lifestyle Photographer**

Shutterstock Custom (formerly Flashstock) - Remote

December 2015 to June 2018

- Provided art direction/photoshoots for custom content for 50+ brands for social media
- Brands included: Samsung | Budweiser | Deloitte | The Rockettes | Velveeta & Rotel

### **Roving Teacher**

Public School Systems - Michigan

January 2010 to December 2015

- Facilitated one-on-one and group classes for after-school programs
- Most classes taught managed to perform 30% better on standardized tests

## **Education & Certifications**

Sales Engineering Professional (CSE)

careerist.com

2023

Certified Sales Professional (CSP)

LinedIn

2023

Web Development Certificate

Zero to Mastery Academy

2021

Associate of Arts: Multi-Age Education

Owens Community College - Toledo, OH

2009