

april black

creative leader +
brand strategy

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summary

Brand and creative strategist with experience building high-performing creative across the omnichannel customer journey, combining design and art direction with consumer insights and performance data to strengthen brand and drive growth. Skilled at building scalable creative systems and connecting strategy to execution across the customer journey.

experience

Herb Pharm

Head of Creative | Nov 2026 - Present

Senior Creative Designer | Nov 2024 - Apr 2026

Promoted to Head of Creative within 18 months

- ✳ **Lead brand & creative strategy across the omnichannel customer journey**, connecting creative execution with consumer insights, performance data, & business objectives.
- ✳ Drove **email campaign revenue growth of 51% YoY in 2025 and 28% YoY YTD in 2026** through creative strategy, audience-specific messaging, & campaign optimization - outpacing overall DTC growth in both periods.
- ✳ Shape **brand positioning and growth strategy** through competitive research, audience segmentation, customer behavior, & market trends to reach new audiences while protecting existing brand equity.
- ✳ Translate **KPIs & channel performance** into creative & marketing strategies designed to improve conversion, revenue, retention, & LTV.
- ✳ Partner cross-functionally on **product innovation & go-to-market strategy**, contributing positioning, naming, packaging, & customer perspectives from concept through launch.
- ✳ Develop **scalable brand systems & creative operations**, including asset frameworks, templates, & standardized workflows that improve efficiency and consistency as the business grows.
- ✳ Lead **creative direction & hands-on execution** across digital, ecommerce, paid & organic content, packaging, retail, and product launches, translating business objectives into high-performing customer experiences.

April Black Design

Founder & Designer | Jan 2012 - Nov 2024

www.aprilblack.com

Selected Clients: Starbucks, Studio Noyes, Polished Agency

- ✳ Founded & scaled an independent illustration and stationery brand, leading brand identity, product development, ecommerce, marketing, and creative from concept through execution.
- ✳ Selected for West Elm LOCAL in Portland, joining the national retailer's curated program supporting independent artists.
- ✳ Partnered with brands and agencies on illustration, branding, digital campaigns, and social creative across a range of consumer industries.

Everway (formerly n2y)

Production Manager & Graphic Artist | Oct 2005 - Jan 2015

- ✳ Led the visual development and production of SymbolStix, an evidence-based symbol communication system, establishing standards for visual consistency, clarity, and accessibility.
- ✳ Built and managed a scalable library of **20,000+ visual symbols** in collaboration with cross-functional teams.

skills

Brand Strategy

Creative Strategy · Brand Positioning · Consumer & Audience Strategy · Omnichannel Marketing · Customer Journey · Competitive Research · Product Innovation

Creative Leadership

Creative Direction · Art Direction · Brand Systems · Packaging Strategy · Campaign Development · Cross-Functional Leadership

Design & Tools

Adobe Creative Suite · Figma · Premiere Pro · Digital Design · Packaging

education

Bowling Green State University

BS in Technology, Visual Communication Technology