

April Ann Tacotaco

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PROJECTS AND RESEARCH

- **Lifework Education UX Research and Design App:** Lead a team of UX Designers in conducting research and developing a prototype for a new app. We used this research to identify the most useful and valuable features for the app. We developed a viable prototype that was ready to be passed on to the development team. 2022.
- **CareAcademy GTM:** Launched our online continuing education program. I was responsible for creating product pages and customer landing pages, and implementing automation processes from purchase to notification to student services. Conducted research on industry best practices for the student journey from buy to close to ensure a seamless and successful experience for our students. 2022.
- **Lifework Marketplace:** Managed the creation and launch of our new lifework marketplace. One of my key responsibilities was determining the price points for our products by analyzing the sales data of our existing online stores and working with the finance team to establish a pricing strategy. 2022.
- **Lifework Affiliate Program:** I researched and implemented an affiliate program that operates in the background of the store and automated sales using Hubspot and Shopify to increase efficiency in future sales and marketing campaigns. 2022.

EXPERIENCE

Digital Marketing Coordinator | UX Designer | Web Manager
Lifework Education | Remote | Healthcare Education

July 2021 to Current

- Evaluating existing and new registration management systems, conducting thorough user research on industry best practices, and designing a new and efficient registration management system for the customers.
- Creating the front end and back end user experience for our affiliate program.
- Spearheading the development and implementation of both B2C and B2B renewal training campaigns, achieving an impressive conversion rate ranging from 24% to 38%, successfully increasing enrollment and group training purchases during the months of March and April.
- Successfully launched 24 new class offerings for continuing education courses within a 3-month period, through strategic planning and coordination with various teams.
- Streamlining an automated system for user journey from end to end of online ebook purchases.

Virtual Assistant | UX Designer

December 2018 to 2021

Tacotaco Design | Remote | Freelance Project Manager, Website Design and Development

- Creating Agile Project roadmaps for business owners to establish milestones and deadlines, alongside running weekly sprints.
- Creating coaching and ecommerce websites using user experience research and design from start to finish.

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Online Business Manager

December 2018 to 2021

MacFitness | Remote | Fitness App/Programs & Ecommerce Shopify Store

Responsible for onboarding, daily client check-ins, managed Shopify eCommerce store, social media management and product research. Create and manage SOW's and SOP's. Responsible for Project Coordination, Project Management, Account Management, and Customer Success.

- Setup and created optimal flows within Trello and HubSpot for CRM, increasing the effectiveness of customer retention and customer onboarding.
- Developed pricing models providing a clear path of success for increased revenue and profit.
- Setup automated monthly subscriptions decreasing missed payments, increased customer retention and increasing customer up sales.

SNAP-Ed Project Coordinator

September 2016 to 2017

Catholic Charities Diocese of San Diego, San Diego, CA

As a Project Coordinator with a strong focus on nonprofit initiatives, I played a pivotal role in creating a new position within the organization. I diligently cultivated relationships with clients, both internal and external, as well as agency vendors. Additionally, I assisted in securing the necessary budget for the role, developed comprehensive lesson plans, delivered impactful courses, and actively contributed to research efforts related to grants and policies.

EDUCATION & TECHNICAL KNOWLEDGE

B.S. in Dietetics | CSU – Sacramento | Sacramento, CA

Graduated May 2015

Proficiency in HubSpot, Gsuite, Microsoft Office, Shopify, Slack, Jira, Trello, ClickUp, Calendly, BaseCamp, MeetEdgar, Dropbox, Canva, AdobeXD, Figma, Zoom, Hotjar, Wordpress, Klaviyo, Callfire, PandaDoc, Optimal Workshop.

Hubspot Certificates

SEO, May 2023

Growth Drive Design, May 2023