

Resume – April L. Lewis

APRIL L. LEWIS

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DIGITAL STRATEGIST / ENGAGEMENT COORDINATOR

Mission-driven engagement professional with 15+ years' experience connecting communities with their cultural heritage through digital storytelling, digital preservation, and training. Skilled in partner outreach, content creation, and capacity-building for organizations and campaigns. Experienced in empowering historically underrepresented communities to document and share their history through inclusive and accessible platforms.

CORE COMPETENCIES

- Partner Engagement & Outreach
- Storytelling for Cultural Heritage & Community Empowerment
- Training Workshop Development & Facilitation
- Content Creation & Social Media Strategy (Instagram, TikTok, Lemon8)
- Content Management Systems (WordPress, HivePress, SureCart)
- Remote Team Leadership & Agile Project Management

RELEVANT EXPERIENCE

Founder & Project Lead – They Erase, We Elevate / May 2025–Present / Remote

- Designed and launched a public history campaign documenting African American heritage through oral histories, archival research, and multimedia content.
- Produced and edited over 50 short-form videos using Canva, Fliki.ai, Suno.ai, and Boosted for Instagram and TikTok.
- Created Buried Truths and Black History by Country series spotlighting overlooked African American contributions in arts, science, agriculture, and social movements.
- Managed social media strategy, engagement tracking, and community building across platforms.

Founder & Content Creator – 19sixtiesgirl / January 2025–Present / Remote

- Launched lifestyle and empowerment brand for African American women over 60, embracing the idea that “60 is the new 40.”
- Produce educational, travel, and wellness content tailored to older Black women.

- Manage platform-specific strategies for TikTok, Lemon8, Instagram, and WordPress.
- Create visually rich short-form videos and blog content to inspire, educate, and build community.

Program Manager – Political Data Team, WeVote.org | 2023–Present | Remote

- Lead volunteer team of 4 program managers and 4 project managers in gathering, validating, and publishing ballot data nationwide.
- Oversee integration of the Vote USA platform into We Vote, expanding access to accurate election data and voter tools.
- Develop documentation, workflows, and training resources to ensure data accuracy, accessibility, and timely delivery.

Freelance Digital Strategist & Web Consultant | 2008–Present

- Designed and maintained cultural heritage websites integrating archival collections and metadata-driven CMS platforms.
- Developed bilingual (English/Spanish) audio tour app for the Center for Civil and Human Rights, preserving oral histories in accessible formats.

Tech App Developer + Concierge – Center for Civil and Human Rights | 2013–2020

- Designed and developed a bilingual mobile tour app highlighting civil rights exhibits through audio storytelling.
- Served as a point of engagement for visitors, providing interpretive content and cultural context for exhibits.

Contract Technical Program Manager / Front - End Developer – Scientific Games | 2012–2020

- Led distributed Agile project teams to deliver complex technical projects on schedule.
- Designed workflows and training documentation for cross-functional implementation.

EDUCATION & CERTIFICATIONS

- M.S., Computer Science – University of Phoenix
- Certified Scrum Product Owner (CSPO)
- Six Sigma Green Belt

SELECT PROJECTS

- They Erase, We Elevate (Founder & Project Lead – May 2025–Present) – Public history campaign documenting African American heritage through oral histories, archival research, and multimedia storytelling. Created Buried Truths and Black History by Country series; produced over 50 short-form

videos using Canva, Fliki.ai, Suno.ai, and Boosted.

- 19sixtiesgirl (Founder & Content Creator – January 2025–Present) – Lifestyle and empowerment brand for African American women over 60, producing educational, travel, and wellness content. Managed platform-specific strategies for TikTok, Lemon8, Instagram, and WordPress.

- WeVote.org – Political Data Team (Program Manager – Volunteer, 2023–Present) – Lead volunteer team in gathering and publishing ballot data for all U.S. elections; oversee integration of Vote USA platform into We Vote.

- Safe Hands Autism Care – Developed metadata-rich directory and payment platform for caregiver referrals, integrating WordPress and HivePress.

- Center for Civil and Human Rights – Designed and developed a bilingual (English/Spanish) audio tour app, preserving oral histories and exhibit narratives.