

APRIL THOMPSON

Tel: 202.321.3245 • **E-mail:** prillytee@gmail.com • **Web:** www.aprilwrites.com

SUMMARY

MA/MBA with 15 years' experience in communications, international development and socially responsible business. Traveled in 30 countries (and worked in 4); fluent in French, conversational in Portuguese.

EDUCATION

American University, Washington, DC.

December 2007, Dual MBA and MA in International Development, with a concentration in socially responsible business. Graduated in two and a half years with a 3.9 GPA. Recipient of scholarships from the American Association of University Women, Datatel and AU's School of International Service.

University of Virginia, Charlottesville, Va.

May 1993, BA in Psychology. Graduated in three years with 3.8 GPA. Inducted into Golden Key and Psi Chi national honor societies.

PROFESSIONAL HIGHLIGHTS

- Oversaw consumer campaign to end child labor and promote sales of certified child-labor-free rugs. Developed and executed launch strategy for the rebranding of a rug certification program, developed strategic partnerships with trade associations and other organizations, managed a national traveling photo exhibition co-sponsored by the U.S. Fund for UNICEF, negotiated sales and marketing opportunities in collaboration with member network of 75 national rug companies, developed collateral for a network of 1,500 retailers, managed a high-profile media campaign, developed a customized carbon offsetting program for organization's industry partners, managed staff, vendors and consultants. (Washington, DC)
- Worked for more than ten years as a freelance writer and editor, authoring articles on myriad topics appearing in dozens of books and magazines, including *Via*, *Alaska Airlines*, *Asian Geographic*, *Natural Home*, *The Sun*, *the San Francisco Bay Guardian* and *The Christian Science Monitor*. Media consultant for organizations such as the Centers for Disease Control & Prevention and Yerba Buena Center for the Arts.
- Consulted for a variety of business clients, to include a fair trade sports company, a fair trade retail store, and a travel agency, to bolster their sales and marketing efforts. Tasks included developing pipeline of leads, conducting sales calls, organizing in-store promotions, developing community partnership activities, creating marketing materials, representing clients at special events, and conducting customer surveys. (Washington, DC)
- Started own line of fair trade products from Guinea and Brazil, handling everything from packaging to marketing, sales and distribution. (Washington, DC)
- Conducted pilot research on the impact of fair trade on Tanzania's tea-producing communities for master's thesis, while consulting with TechnoServe on the feasibility of future fair trade certification for tea farmer cooperatives. (Southern Highlands, Tanzania.)
- Developed a bi-lingual website and newsletter, co-produced a documentary, evaluated field offices, designed projects, and secured five grants for a recipient of the UN Human Rights prize. (Conakry, Guinea.)
- Researched, wrote, designed, and photographed a bilingual 60-page magazine, translated documents, and trained local staff in communications for a USAID-funded natural resources project. (Labe, Guinea)
- Wrote, edited and designed bi-lingual publications, managed staff, organized diplomatic missions and special events, and collaborated with journalists for a UN agency. (Conakry, Guinea.)
- Wrote and designed a 40-page profile for a grassroots organization's work in education, natural resources, agriculture, health, economic development and good governance. (Andhra Pradesh, India.)

EXPERIENCE: CHRONOLOGY

<i>RugMark Foundation</i> , Washington, DC, Director of Marketing & Communications.	Sept. '08 - Present
<i>Fair Trade Sports</i> , Mid-Atlantic Sales Representative.	May '09 – Present
<i>Global AIDS Alliance</i> , Washington, DC, Development Associate.	April '08 – Dec. '08
<i>Culture Shop</i> , Washington, DC, Fair Trade Marketing Intern.	Summer '07
<i>Modern Architects for Rural India</i> , Andhra Pradesh, India, Media Specialist.	Winter '06
<i>TechnoServe</i> , Dar es Salaam, Tanzania, Fair Trade Consultant.	Summer '06
<i>Mano River Women's Peace Network</i> , Conakry, Guinea, Communications, Development and Capacity Building Consultant.	2004-5
<i>Winrock International</i> , Labé, Guinea, Media Consultant.	Spring '04
<i>UN World Food Programme</i> , Conakry, Guinea, National Communications Officer.	2003
Freelance writer and editor, San Francisco, Calif.	1996-2002
<i>American Society on Aging</i> , San Francisco, Calif., Associate Editor.	1995-6
<i>Affordable Housing Finance</i> , San Francisco, Calif., Assistant Editor.	1994-5
<i>Saybrook Institute</i> , San Francisco, Calif., Research Assistant.	1993

LANGUAGES

French (advanced); Portuguese (beginner); basic vocabulary in Arabic & Spanish

INTERESTS & ACTIVITIES

Sports: Running, boxing, basketball, dance and cycling.

Volunteering: Mentor and tutor at-risk teenagers.

Music: Percussionist with Batala, all-woman drum corps performing throughout the DC area.