



Hello!

I recently relocated to Raleigh, North Carolina in search of new opportunities for personal and professional growth. I'm seeking a junior level position at a SaaS company in the Triangle providing meaningful digital tools for people.

I was hired directly out of college by a startup internet company called randrr. This timing was very early in the company's existence (employee #10). I had a direct impact on product ideation, design, development and subsequent go-to-market strategy. I talked with potential customers, and users, at trade shows and gathered feedback to influence the product roadmap. I conducted market and competitor research for use in product development, and for presentations delivered by C-level executives. I was actively involved with a complete brand redesign in order to increase brand recognition and market positioning. My randrr employment also introduced me to graphic design. I taught myself how to use Adobe Photoshop, Illustrator, and After Effects in order to satisfy our need for regular graphic creation for the website, social media posts, trade shows, advertising, and more.

My experiences at randrr sparked the drive to become more adept in the digital space. Since my departure in 2017, I've taught myself web design using WordPress, and actively work with a number of clients ([alekdarr.com/clients](http://alekdarr.com/clients)). I've furthered my Adobe Photoshop/Illustrator expertise resulting in a number of deliverables for all digital marketing purposes. I've also dabbled with digital advertising using Google, Facebook, Instagram, and LinkedIn. Lastly, I, along with a partner, recently launched a prototype subscription service that provides monthly workout plans to subscribers; check it out at [EZWorkoutPlans.com](http://EZWorkoutPlans.com)! I actively seek ways to develop my digital expertise.

I feel my wide range of experiences position me well for success in junior level Marketing, Product, or a Design role, such as user experience/user interface (UX/UI) or web designer. As described above, I'm committed to further developing my digital skills, and expect that to yield mutual benefit to myself and my employer. I'm driven by great user and/or customer experiences, both as a producer and consumer of internet applications. I understand the impact a great user experience can have, and the ability to influence the process excites me.

Thank you for your time. I can be reached at any time via methods provided in this letter. I can also be contacted through my website—[alekdarr.com](http://alekdarr.com). I have references available upon request, including the CEO/Founder of randrr.

Regards,  
Alek Darr





**Alek Darr**

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alekdarr.com

## - Formal Education -

### Bowling Green State University

Bachelor of Science in Business Administration

Graduated Cum Laude May 2016

Specialization: International Business

Specialization: Management

Cumulative GPA: 3.62

### Semester at Sea

Spring 2015 - A Voyage Around the World

Academic Partner: University of Virginia

Area of Study: International Business and Marketing

## - Skills/Proficiencies -

- Excellent written and verbal communication (Slack)
- Team leadership and collaborative skills
- Outstanding attention-to-detail
- Self-taught web designer (WordPress, HTML/CSS)
- Microsoft Office (PowerPoint, Word, Excel)
- Adobe Creative Cloud (Photoshop, Illustrator)
- Highly motivated and organized
- Social media management (Hootsuite, HubSpot)
- Familiarity with agile processes (JIRA/Confluence)

## - Activities & Achievements -

- Pragmatic Institute: Foundations, Focus, Build, and Price Certified - *October 2019*
- GiveBackHack Columbus Winners - *April 2019*
- Personal/Professional coaching with Jay Clouse (jayclouse.com) - *Fall/Winter 2017*
- CLA+ Advanced Critical Thinker (Issued by CAE)
- Dean's List - *Fall 2012, Spring 2013, Fall 2013, Fall 2014, Spring 2015, and Spring 2016*
- Volunteer for RallyCap Sports, JDRE, and BGSU Education Abroad Office - *2014-2016*
- Secretary and Vice President of Delta Tau Chapter of Delta Tau Delta Fraternity - *Fall 2015*
- Target Scholarship Recipient - *Spring 2015*
- Delta Tau Delta Kershner Scholar - *Fall 2014*
- Target Group Project Competition Champions - *Fall 2014*
- Faculty-nominated BGSU LeaderShape Institute participant - *Spring 2013*

## - Professional Experience -

### Crawford Street Gym *March 2018 - Present*

Marketing Specialist

Remote

- Designed and developed the website in its entirety
- Create mockups and wireframes in order to illustrate suggested changes and communicate to stakeholders
- Implemented member login feature and calendar on website to facilitate group fitness activity bookings
- Implemented online signup form replacing offline methodologies and maximizing efficiency
- Create and administer surveys to gauge member satisfaction and reveal core problems/pain-points/bottlenecks with various customer journeys and/or equipment
- Persuade stakeholders on suggested adjustments/improvements to CSG environment, onboarding, customer journeys, and processes
- Conduct tours and onboarding for potential members, ensuring awareness of various supplemental activities/programs and overall gym policies
- Coordinate digital advertising campaigns from copywriting to execution

### Freelance *May 2017 - Present*

Web Design/Development, Branding, Marketing

Remote

- Design, develop, and maintain client websites producing 14k+ sessions and 24k+ pageviews within the last year
- Design graphics via Adobe software for use in website and social media (Facebook, Instagram, etc.)
- Assess website performance using tools such as Google Analytics, Google Search Console, and Google My Business
- Utilize analytical information to make data-informed recommendations to clients

### DTS Software *Oct. 2019 - Jan. 2020*

Market Research Assistant (Contract)

Raleigh, North Carolina

- Worked with, and further developed a framework to compile a database of customers, including current, previous and potential new customers
- Increased number of contacts 8x ensuring utmost relevance
- Researched viable methods for validating and/or obtaining additional contact information for customers
- Tested tools that could be utilized to obtain further customer contact information and presented findings to management
- Executed on my suggested method for further contact information aggregation