



Hello!

I recently relocated to Raleigh in search of new opportunities for personal and professional growth. I'm seeking a junior level position at a SaaS company.

I'm an experienced user and producer of digital tools. I've worked for an internet startup, built websites/brands for clients as a freelancer, conceptualized and prototyped my own digital product ideas, and continue to seek out ways to further my product expertise. Great customer and/or user experiences are what I strive to deliver.

Additionally, I'm an innovative marketer at heart. At the internet startup, I, along with another team member, coordinated all marketing initiatives. We sponsored a PGA Tour golfer and coordinated associated events and marketing materials. We planned and executed trade show involvement, including sponsorship elements as well as the creation of presentations delivered by C-level executives.

This role also introduced me to digital advertising. We worked closely with an outsourced marketing firm running LinkedIn, Twitter, Google, and Facebook ads regularly. I was also successful in persuading stake holders to run ads via Snapchat while that was still a novel platform. Since working for that startup, I've continued to use digital advertising with clients in my freelance work. I've also used digital ads during my job search! It's been an interesting method, full of successes and failures, but I've often been complimented by the uniqueness of the approach. I'm always looking for creative ways to approach problem solving.

I feel my wide range of experiences position me well for success. As described above, I'm committed to further developing my skills, and expect that to yield mutual benefit to myself and my employer.

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. I have references available upon request.

Regards,
Alek Darr

A handwritten signature in blue ink that reads "Alek Darr".





Alek Jordan Darr

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alek@alekdarr.com

– Professional Experience –

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 (Illustrator, Photoshop) for use in website and social media initiatives
- 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
- Create mockups and wireframes in order to illustrate suggested changes and communicate to stakeholders
- Coordinate digital advertising campaigns from copywriting to execution

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

randrr June 2016 – Apr. 2017

Product Associate (Marketing Associate)

Findlay, Ohio/Jacksonville, Florida

- Conducted market and competitor research for use in product development and for presentations delivered by C-level executives
- Gathered potential customer and user feedback at trade shows nationwide to inform product roadmap
- Participated in product development meetings and workshops in pursuit of efficient go-to-market strategy
- Worked with Product team to ideate and develop products with a focus on great user experiences
- Participated with internal Design team and outsourced agencies as we conducted an extensive rebranding
- Learned and employed Adobe Creative Cloud software to deliver graphic design elements for projects

– Formal Education –

Bowling Green State University

Bachelor of Science in Business Administration

Graduated Cum Laude May 2016

Specialization: International Business

Specialization: Management

Cumulative GPA: 3.6

Semester at Sea

Academic Partner: University of Virginia

Spring 2015 – A Voyage Around the World

Area of Study: International Business and Marketing

– Skills/Proficiencies –

- +Excellent written and verbal communication (Slack)
- +Team leadership and collaborative skills
- +Outstanding attention-to-detail
- +Web design/development (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 –

- Launched prototype fitness subscription service (EZWorkoutPlans.com) – February 2020
- 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)
- 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
- Dean's List – Fall 2012, Spring 2013, Fall 2013, Fall 2014, Spring 2015, and Spring 2016
- BGSU Founders Scholarship Recipient – Fall 2012-Spring 2016