



**Alek Jordan Darr**

+1 (419) 889-7581

*alek@alekdarr.com*

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– **Professional Experience** –

**Abriigo** **Aug 2020 – Present**

Product Support Analyst (Aug 2020 – Oct 2021)

Product Support Analyst II (Oct 2021 – Present)

Raleigh, North Carolina

→ Handle Sageworks support requests submitted via phone, web, and email, often leading the team in cases claimed and/or completed per week

→ Deliver quality customer service, exceeding average team scores in Professionalism, Technical Knowledge,

Timeliness, Customer Effort Score, and Net Promoter Score

→ Contributed to training new hires on the team

→ Suggested improvements to Support processes where internal User Experience could be refined

→ Ongoing participation in internal/external User Experience/User Interface projects to enhance Sageworks products

**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 conception to execution

**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: 3.62

**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/verbal communication (Teams)

+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

+CRM Software (Salesforce)

+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