



Alek Jordan Darr

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– Professional Experience –

Abrigo **Aug. 2020 – Present**

Senior Product Support Analyst (May 2022 – Present)
Product Support Analyst II (Oct 2021 – May 2022)
Product Support Analyst (Aug 2020 – Oct 2021)
Raleigh, North Carolina
→ Excellent team player, leading Support team in Case Assists, or recorded instances of assisting team members
→ Leading qualitative and quantitative performer on the Support team
→ Rotational Exposure: Product Manager – awareness of company procedures related to roadmap pointing and planning, sprints, user feedback/discovery, enhancement and/or bug fix ticketing/testing/release
→ Rotational Exposure: UX Designer – conduct Product enhancement starting from spec, and awaiting release

Freelance **May 2017 – Present**

Web Design/Development, UX/UI Design, Marketing
Remote
→ Design, develop, and maintain client websites
→ 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 **Jun. 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)
+Design software (Photoshop, Illustrator, Figma)
+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, JDRF, 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