



Alek Jordan Darr

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– Professional Experience –

Abrigo **Aug. 2020 – Present**

Product Manager, Third-Party Integr. (Jan 2023 – Present)

Senior Product Support Analyst (May 2022 – Jan 2023)

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