



Alek Jordan Darr

+1 (419) 889-7581

alek@alekdarr.com

– 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

→ Spearhead the development of pivotal Third-Party Integrations

→ Lead cross-functional collaboration, eliciting requirements, designing innovative solutions, and driving Agile development that significantly elevated user-friendliness and visibility.

→ Conduct extensive market research and user testing, strategically implementing enhancements to grow revenue

→ Masterfully orchestrate product roadmap and sprint planning, seamlessly coordinating with support, success, implementation, and engineering teams.

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, 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