Andrew Roddy

**LinkedIn: https://www.linkedin.com/in/andrew-roddy/**

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Education

Georgia Institute of Technology, Atlanta, GA *- Fullstack Developer Bootcamp, Sept 2021 - present*

Kennesaw State University, Marietta, GA *- Bachelor of Science, Technical Communication with User Experience Specialization, May 2018*

Experience

Dec 2020 - Apr 2021

Beecher Carlson, Atlanta, GA *- Broker Specialist Trainee, Marketing*

* Formatted sales presentations, client updates, and event agendas to maintain company branding and quality guidelines for Energy, Casualty, Executive Liability, and Real-Estate insurance teams
* Performed design and copy edits for RFPs, whitepapers and one pagers as requested by sales teams
* Created marketing campaign landing pages via Hubspot advertising our Energy Sureties for email distribution to potential clients
* Utilized Adobe Creative Suite design tools to create informative booklets for internal company use.
* Created an internal company playbook for Cyber Security Risk & Liability team
* Created and edited several internal videos for marketing and instructional use

Jul 2018 - Oct 2019

JCS Media, Atlanta, GA *- Media Coordinator*

* Coordinated successful completion of 30+ projects throughout the year for my client account, Delta’s Global Sales Events Team, while ensuring that all deadlines were met
* Ensured client satisfaction by facilitating regular communication of progress, feedback, and translation of technical details in a way accessible to business partners
* Wrote technical requirements for new features of our proprietary CRM software for offshore developers
* Created, edited, and proofed email marketing content and assets for our client using Adobe Photoshop and Adobe InDesign
* Created style guidelines for email marketing materials and event registration websites
* Monitored release of email campaigns and coordinated resolution of any issues, collecting and addressing feedback from my client and their customers