RODNEY CURL

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HELLO.

I am a product-driven, web developer and brand strategist with the keen ability to add value to businesses. I champion myself on developing powerful products, growing brands, and delivering a great return on investment.

EXPERIENCE

Web Development Intern @ UrbanStems
Flower Delivery Startup — July 2017 - Present

Working with the web development, design, and marketing teams to implement new features for websites and fix bugs. Developing with React and Node.js.

Brand Marketing Manager @ Stereo Champions
Media company — May 2014 - Present

Marketing the brand message of Stereo Champions and our partners. Project managing and designating tasks while working with a cross-functional team. Leading to 255K+ monthly page views and 182K+ returned users.

Student @ General Assembly
Web Development Immersive — Jan 2017 - April 2017

12 week rigorous course to learn all the skills and technology required to code like an all-star full stack web developer (front-end and back-end languages).

Marketing Assistant @ Georgetown University
Georgetown University Athletics — Aug 2016 - Jan 2017

Developed marketing campaigns for Georgetown University Athletics to promote the athletic program and deliver the highest ROI per marketing dollar spent. Reach 630K+ fans via social media marketing and event marketing.

Senior Consultant @ Deloitte Digital
Consulting firm — Jun 2013 - Jun 2014

Consult and develop mobile and web solutions for Private Sector and Government Organizations. Develop strategic UX designs for clients.

Associate Designer @ AKQA
Advertising agency — Jun 2010 - Jun 2013

Developed digital and print ad campaigns for Volkswagen, Audi, Delta Airlines, Nike, and Gilt.com. Brought in a contract to redo Nike's call center worth $1M.

SKILLS
Brand Management
Brand Marketing
Digital Strategy
Content Marketing
Social Media Marketing
Product Management
Influencer Marketing
Web Development
Event Marketing
Email Marketing
Digital Analytics
Wireframing

DEVELOPMENT & LANGUAGES
HTML5
CSS3
JavaScript
jQuery
Ruby on Rails
MongoDB
Express
AngularJS
Node.js
React
SQL

TOOLS
Jira
Trello
Google Analytics
Google Ads
MailChimp
Hootsuite
Heroku
Microsoft Office
Adobe Creative Suite

FUN FACTS
- I'm a huge Toy Story fan
- Walt Disney inspires me
- Met three 2x USA Olympians
- I've created and marketed an iPhone app that sold globally

EDUCATION
2017-2017 General Assembly
2005-2009 Howard University