

RODNEY CURL

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rodneycurl.com →

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

Student @ General Assembly

Web Development Immersive — Jan 2017 - Present

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).

Project 1: [Do You Know Air Jordan? →](#)

A fun trivia game about Michael Jordan

Project 2: [Tinker's World →](#)

A tribute website to honor the great Tinker Hatfield

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.

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