

# RODY ABDELRAHMAN

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## EMPLOYMENT

**StyleChicago.com, Chicago, IL**      **Graphic Designer**      Sept. '07 – Aug. '09

- Designed and modified company and client logos
- Created banner advertisements, both animated and static, for online media
- Created posters, magazine advertisements, post cards and other print production projects

**DePaul University, Chicago, IL**      **Articulation Encoder**      Aug. '09 – Jan. '10

- Encoded course articulations into People Soft to ensure the automatic population of coursework from external institutions
- Maintained the Transfer Course Lists viewable through DePaul's Transfer Center website for Transfer students
- Managed a collection of 80 databases that were updated daily
- Created a style guide for all future information to be input into the databases and for all current information within

**DePaul University, Chicago, IL**      **Articulation Analyst**      Jan. '10 – Jul. '10

- Determined the transferability and applicability of coursework from external institutions into DePaul University
- Created a template used for all articulations that were sent to the encoders for People Soft and data table entry
- Communicated regularly with the various college offices throughout DePaul when requesting faculty review of coursework

**DePaul University, Chicago, IL**      **Transfer Communication Specialist**      Jul. '10 – Nov. '13

- Developed and implemented social media presence to optimize the Transfer Articulation Center's communication outreach
- Regularly communicated with newly admitted transfer students regarding transfer credit
- Regularly communicated with prospective transfer students and parents regarding transferability and applicability of external courses
- Regularly communicated with university staff to help resolve issues regarding the transferability and applicability of external coursework and test credit
- Produced all copy within the Transfer Articulation Center website geared towards newly admitted transfer students
- Created documentation outlining the Transfer Articulation Center's communication procedures and communication flow
- Developed documentation unique to each individual newly admitted transfer student outlining specific criteria necessary for an efficient review of their external coursework
- Created content within e-mail blasts geared towards all active DePaul University students and staff regarding the Transfer Articulation Center and external coursework and test credit

**Loyola University, Chicago, IL**      **Web Specialist**      Nov. '13 – Present

- Manage day-to-day operations for Loyola University Chicago Stritch School of Medicine, Marcella Niehoff School of Nursing, and Health Sciences Division websites
- Coordinate and generate content for Stritch, Niehoff, and HSD websites with the HSD graphic designer and communications manager
- Develop and implement site maintenance audit and schedule to ensure timeliness of content on Stritch, Niehoff, and HSD websites
- Work in concert with the LUC Marketing & Communications web team, and the UMC communications manager, with some interaction with the Loyola University Health System Marketing web team
- Create computer graphics from scratch in keeping with LUC and HSD graphic style standards
- Manage integrated deployment of content for the Office of HSD Advancement & Alumni Relations on Stritch and Niehoff alumni websites
- Participate in presentations to web clients (deans, provost's office, department heads, key administrators) to explain processes for website content creation/management
- Interact with web client content coordinators to manage the implementation of site redesign (migration to new templates) and new site development
- Develop, present, and institute strategies to enhance web content and navigation
- Conceptualize, prototype, and wireframe new site ideas (i.e. Center for Translational Research and Education)
- Development and implementation of social media strategy for Health Sciences Division
- Manage social media tools (Twitter, Instagram, Facebook) and integrate them into websites, as appropriate
- Review web statistics and log files and monitor web/social media analytics and interpret data to web clients
- Create and manage content for flat screen monitors throughout the HSD campus
- Create and disseminate electronic communication via Web Reports

## EDUCATION

**DePaul University, Chicago, IL**

Sept. '05 – Jun. '09

- Bachelor of Science degree in Computer Graphics & Motion Technology
- Cumulative GPA: 3.753 of a possible 4.0 (honor distinction of magna cum laude)
- Dean's List – All 4 years
- Member of the following honor societies:
  - National Society of Collegiate Scholars
  - Golden Key International Honour Society
  - Upsilon Pi Epsilon International Honor Society for the Computing & Information Disciplines
- DePaul Centennial Scholar Recipient since September 2005

**DePaul University, Chicago, IL**

Sept. '09 – Jun. '11

- Master of Arts degree in New Media Studies
- Cumulative GPA: 3.950 of a possible 4.0 (graduated with distinction)

## SKILLS

Adobe Photoshop

Adobe After Effects

Adobe Illustrator

Adobe Dreamweaver

Adobe Flash

Action Script

HTML  
SEO  
Microblogging  
Twitter  
Instagram  
Microsoft Office Suite

CSS  
Social Bookmarking  
Blogging  
WordPress  
Sprout Social

Web 2.0 Technologies  
Social Networking  
Facebook  
Pinterest  
Hootsuite

## REFERENCES

Available upon request.