

Zack Rodger

Enterprise Platform Manager & Designer

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SUMMARY

Enterprise platform manager and designer who sits between the people doing the work and the systems they do it in. As primary administrator of Focal Point Care's Creatio CRM, I configure workflows and automations, write custom code, turn business needs into specs for developers, keep data accurate, and get people using the platform. I bring six years of brand, web and UI design to how those systems look and feel, and enough HTML, CSS and JavaScript to build what I design.

EXPERIENCE

Enterprise Platform Manager

July 2026 - Present

Focal Point Care

- Primary administrator and subject matter expert for the company's Creatio CRM and its affiliated business units
- Configure workflows, business processes, forms, views and dashboards; manage user access and security roles
- Develop custom functionality with JavaScript page logic, C# script tasks in business processes, and SQL for data work
- Gather requirements from stakeholders and write functional specifications for the development team
- Coordinate enhancements, releases and roadmap priorities; run user acceptance testing before deployment
- Monitor data quality, run data audits and coordinate corrections across teams and integrated systems
- Support users day to day; create training materials, SOPs and guides, and lead onboarding and refresher training
- Partner with BI teams on reporting for leadership; continue to lead web design for the company

Web Designer & Developer

April 2022 - July 2026

Quality Rehab Management (a Focal Point Care company)

- Promoted to Web Designer & Developer in April 2023 following measurable impact on client outcomes
- Designed and developed responsive, accessible websites for healthcare clients in Figma and WordPress
- Established brand guidelines and design systems, and trained clients to manage their own content after launch
- Ran monthly client meetings to review analytics, find growth opportunities and adjust strategy
- Translated SEO data for non-technical clients, driving measurable organic search improvements

Graphic/Web Designer & Marketing Specialist

May 2021 - April 2022

Sheppard Law Firm & The Freedom Practice

- Led the rebrand of The Freedom Practice: logo, typography, color system and usage guidelines
- Designed landing pages and marketing materials that contributed directly to lead generation
- Ran A/B tests to improve website conversion rates and overall performance

Graphic Designer & Social Media Manager

August 2020 - May 2021

Golden Boat Lifts

- Worked with C-level executives to translate brand vision into design deliverables
- Designed product logos and identity materials that set offerings apart in a competitive market
- Led social media campaigns that increased traffic, engagement and sales

EDUCATION

Bachelor of Science, Supervision and Management

August 2022

Florida SouthWestern State College - Cum Laude, 3.7 GPA, Dean's List

SKILLS

Platform	Creatio, CRM administration, Low-code process design (BPMN), Workflow automation, Requirements & functional specs, User acceptance testing, Data quality & governance, Dashboards & reporting, Training & SOPs, HubSpot
Design	Figma, Illustrator, Photoshop, InDesign, After Effects, Brand identity, UI/UX, Illustration
Code	JavaScript, C# (Creatio script tasks), SQL, HTML, CSS, WordPress, Webflow, Git
Marketing	SEO (Semrush), Google Analytics, A/B testing, Content strategy