

Jessica Durow, MAS

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Versatile and highly motivated marketing technology professional offering over 15 years combined marketing, web technology, and brand expertise. With strategic, tactical and technical mastery, I generate qualified website traffic, social engagement, and online conversions. I am comfortable working across multiple departments in any size organization, and have a strong desire to pursue growth and success.

Skills

- Mobile and Desktop Strategy
 - Adobe Creative Suite, Google Tools
 - CMS (WordPress), and CRM (Salesforce)
 - Dev languages: html, css, js, php, ajax
 - SEO (SEMrush)
 - Microsoft 365 & Email Marketing (Mailchimp)
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Professional Experience

[March 2016] – [Present] **Marketing Technology Manager** / Venterra Realty, USA

Responsible for overseeing a wide variety of tasks with a focus on supporting custom and/or vended marketing/advertising software, SEO, company websites and corporate brand management.

- Supervise contractors, projects, and communications for web development, SEO, design, and copy.
 - Responsible for reports and budgets for website, SEO, and branding.
 - Managed build of custom prospect and resident WordPress website that has over 55 nested apartment community microsites, and has several integrations including: xml live feed, reviews, and live chat. With a strong focus on mobile first and performance improvements relating to Google's current algorithm, I strive to provide best in class UX, SEO, and a flexible platform with multiple conversion points, yielding at least 10% YOY traffic increases.
 - Successfully executed corporate rebrand simultaneously with website, improving brand recognition.
 - Manage high-end property signage and promotional material – most recently rebranded two mid-rise apartment complexes, a project that valued over 300k.
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[May 2014] – [March 2016] **Senior Designer & Web Manager** / NAI Partners, Houston, TX

Accountable for undertaking all web initiatives, higher end marketing projects, template development, providing technical training and support on Adobe Creative Suite, and delegating projects to administrative staff.

Used Sales Force CRM for project, budget, and client management.

- Collaborated with Director on campaign planning, quarterly objectives, and content calendar.
- Provided digital solutions; ex. obtained developer certificate, created Marketing Hub app that published to Apple and Google stores for brokers to access marketing/sales tools.
- Redesigned website and supported brokerage team of over 40. Responsible for analytic reporting.

Additional Employment History

- **Web Marketing & E-commerce Director** | Worldwide Photography Hockley, TX Feb 2013 – Feb 2014
 - **Marketing Manager & E-commerce** | American Paw, Hockley, TX April 2012 – July 2016
 - **Graphic Design Specialist** | SpectraCell Laboratories, Houston, TX March 2009 – Feb 2013
 - **Graphic Designer** | CB Richard Ellis (CBRE), Houston, TX Jul 2007 – Mar 2009
 - **Graphic Designer** | Douglas Media Group, Houston, TX Oct 2006 – Jul 2007
 - **Graphic Designer & Assistant Manager** | Crest Printing, Houston, TX Jul 2004 – Sep 2005
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Education

[December 2014]

Master of Applied Science / University of Denver, CO

Completed studies in: managing tech for strategic value, mobile web development, advanced website design and management, research and writing. GPA: 3.6

[May 2005]

Bachelor of Arts / University of Houston, Clear Lake, TX

Focused on general studies, visual and computer arts, and marketing.

Certifications

- **SEMrush** | Toolkit November 2018 -
 - **SEMrush** | Fundamentals November 2018 -
 - **SEMrush** | Technical SEO November 2018 -
 - **Hubspot** | Inbound Marketing March 2017 - May 2019
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Activities

- **Dog and animal lover. Nature enthusiast. Mountain hiking and exploration.**
When I am not spending time with my family, friends, or dogs, I enjoy exploring, music, comedy, arts, and good food. I love to learn, create or fix things.