

Jessica Durow, MAS

Denver, Colorado | P: (832) 378-2432 | E: j.a.durow@gmail.com | LI: linkedin.com/in/jessicadurow/ | WS: jdurow.com

SUMMARY

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, brand recognition, 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 & EXPERTISE

Strategy • Creative Problem Solving • Project Management • Website Design / Development • WordPress • Branding / Rebranding • SaaS • Adobe Creative Suite • G Suite • MS 365 • Search Engine Optimization • Digital Advertising • Salesforce • Dev languages: html, css, js, php, ajax • Training/Mentorship

SUMMARY OF QUALIFICATIONS

- Successful in developing and executing strategic plans, setting and administering budgets, and managing projects from inception to completion.
- Control overall company image across all marketing collateral in print and online formats.
- Developing interpersonal skills dealing with a diversity of professionals, including senior management, vendors, leasing teams, and contract employees.
- Well-organized, with a track record that demonstrates self-motivation, creativity, and initiative to achieve both personal and professional goals.
- Able to establish a team-spirited environment through a positive and proactive leadership style.
- Have written and/or prepared numerous in-house documents, including proposals, marketing plans, advertisements, and press releases.

EXPERIENCE

Venterra Realty | Remote, USA

Marketing Technology Manager

2016 – Present

Replaced a 15-year old website, rebranded corporate identity, instituted brand practices and procedures with a brand book, and provided high-end design resource. Built and maintain Marketing asset library, liaison between development and marketing teams, and Search Engine Optimization enthusiast.

- Oversee contractors, projects, and communications for web development, SEO, design, and copy.
- Identify growth opportunities through new software, development techniques, collaborations, and cross-promotion.
- Partner with internal teams, 3rd party vendors, and contractors to ensure marketing deliverables meet timeline and compliance requirements.
- Managed custom build of a modern, dynamic website that houses over 55 nested apartment community microsites and resident portal with a strong focus on mobile first and performance improvements relating to Google's current algorithm. Load times are < 4 seconds, with 10% YOY traffic increases.
- Manage high-end property signage, and window wrap designs – recently rebranded two Class - A mid-rise apartment complexes, a project that valued over 300k.
- Ensure all marketing materials and community signage adhere to corporate branding and guidelines.
- Identify issues and opportunities that improve technical, on-page and off-page SEO efforts.

Jessica Durow, MAS

NAI Partners | Houston, TX

Sr. Designer

2014 – 2016

At NAI Partners, I built and managed corporate and property websites, higher end marketing projects, template development and provided design guidance and training for administrative staff. Collaborated with the Sr. Marketing Director for campaign planning and execution, defined operational deliverables and content schedule.

- Improved workflow and daily marketing production
- Developed and managed Marketing Hub website, and mobile app for brokers
- Introduced first html5 interactivity for property websites and presentation materials
- Mentored administrative staff on Adobe Creative Suite products
- Planned and executed corporate website redesign and introduced Google Analytics

Previous experience:

Web Marketing Director for Worldwide Photography in Hockley, TX (2013-2014).

Marketing Manager for American Paw, Hockley, TX (2012-2016)

Graphic Design Specialist for SpectraCell Laboratories, Houston, TX (2009-2013)

Graphic Designer for CB Richard Ellis (CBRE), Houston, TX (2007-2009)

Graphic Designer for Douglas Media Group (formerly The Greensheet), Houston, TX (2006-2007)

Graphic Designer & Assistant Manager for Crest Printing, Houston, TX (2004-2005)

EDUCATION

UNIVERSITY OF DENVER, CO – UNIVERISTY COLLEGE | Denver, CO

2014

Master of Applied Science, Information Communications Technology

Explored deeper technical concepts and applications for mobile and application design, various coding languages, and strategies for business application. GPA: 3.6

UNIVERSITY OF HOUSTON, TX – CLEAR LAKE | Houston, TX

2005

Bachelor of Arts, Applied Design and Visual Arts

Focused on general studies, advanced writing, art history, studio arts, graphic and web design, photography, pre-press, marketing and advertising.

Certifications

- Hubspot Inbound Marketing –March 2017 – May 2019
- SEMrush Toolkit Exam –Nov 2018 – Nov 2019
- SEMrush SEO Fundamentals Exam –Nov 2018 – Nov 2019
- SEMrush Technical SEO Exam –Nov 2018 – Nov 2019

INTERESTS

Dog and animal lover. Nature enthusiast. Mountain hiking and exploration.