

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 • 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. Ability to work independently, and efficiently in a remote role.
- Able to establish a team-spirited environment through a positive and proactive leadership style.
- Have written and/or prepared numerous in-house documents, including strategy docs, proposals, marketing plans, advertisements, web and blog copy, 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. Webmaster, and domain manager, organized and maintain Marketing asset library, liaison between development and marketing teams, and Search Engine Optimization professional.

- Oversee contractors, projects, and communications for web development, SEO, brand design, and copy.
- Responsible for websites, blog, and branding: strategies, reporting, and performance outcomes.
- Partner with internal teams, 3rd party vendors, and contractors to ensure marketing deliverables meet timeline and compliance requirements.
- Enforce corporate brand guidelines, and mentor employees on how to work within brand.
- Manage custom build of a modern, dynamic website that houses over 60 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.
- Direct high-end property signage, window and package locker wrap designs – recently rebranded two Class - A mid-rise apartment complexes, a project that valued over 300k.
- Identify issues and opportunities to 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

Certifications

CXL Institute Marketing Management – Aug 2019

Hubspot Inbound Marketing – March 2017 – Aug 2021

SEMrush Technical SEO – Nov 2019 – Jan 2021

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

2014

Master of Applied Science, (ICT) Web Development

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

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.

INTERESTS

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.