

JESSICA DUROW, MAS

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

MARKETING PROFESSIONAL

Brand Management | Website Management | Digital Marketing

Versatile and highly motivated marketing professional with over 15 years experience in brand management, effective campaign management, and impactful SEO within high-profile organizations. Advise teams to successfully achieve marketing objectives. Instrumental in website and brand strategies to improve brand awareness and online presence.

Core Strengths

- Content Development
- Project Management
- Brand Development
- Search Engine Optimization
- Email Marketing
- HTML, CSS, JS, Php, SQL
- Research
- Marketing Metrics
- Google Analytics

Professional Experience

Venterra Realty | Remote, USA

Website & Brand Manager

2020 – Current

Marketing Technology Manager

2016 - 2020

Replaced a 15-year old website, rebranded corporate identity and instituted brand practices and procedures with a brand book. Webmaster, and domain manager, organized and maintain Marketing asset library, liaison between development and marketing teams for website, and Search Engine Optimization professional.

- Responsible for company websites, blog, and branding: strategies, reporting, and performance outcomes.
- Oversee contractors for web development, SEO, brand design, and content copy.
- 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.
- Identify issues and opportunities to improve technical, on-page and off-page SEO efforts.
- Direct high-end property signage, window and package locker wrap designs – in 2018/19 rebranded two Class - A mid-rise apartment complexes, a project that valued at over 300k.

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 initiated Google Analytics

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Other 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

Master of Applied Science, (ICT) Web Development

UNIVERSITY OF DENVER | Denver, CO, 2014

Bachelor of Arts, Applied Design and Visual Arts

UNIVERSITY OF HOUSTON | Houston, TX, 2005

Certifications

Google Analytics | CXL Institute Marketing Management | Hubspot Inbound Marketing | SEMrush Technical SEO