

JESSICA DUROW

Denver, CO | jdurow.com | j.a.durow@gmail.com | LinkedIn: [linkedin.com/in/jessicadurow](https://www.linkedin.com/in/jessicadurow)

DIRECTOR, WEB STRATEGY & SEO (ENTERPRISE WEBSITES)

SUMMARY

Senior Web & SEO leader with 10+ years of experience owning enterprise website strategy, discovery optimization, and full-funnel digital performance across B2B and B2C organizations. Designs scalable web platforms integrating SEO, UX, CRO, accessibility, analytics, and AI-driven content workflows to drive measurable pipeline and revenue impact. Trusted partner to executive leadership across product and marketing to modernize platforms, prioritize roadmaps, and scale durable digital growth systems. Experienced people leader guiding internal teams, vendors, and contractors delivering revenue-impacting initiatives. [See case studies here.](#)

OPERATING MODEL

I design and govern enterprise web platforms as product systems—aligning architecture, publishing workflows, SEO, accessibility, experimentation, and analytics to drive sustained acquisition and lifecycle performance.

CORE CAPABILITIES

- Enterprise Web Strategy & Platform Roadmapping
- Technical SEO & Content Architecture (Enterprise Scale)
- CRO & Experimentation Strategy
- Discovery Platform Strategy (SEO + AEO + Semantic Architecture)
- Accessibility Governance (WCAG / ADA)
- Acquisition & Funnel Optimization Strategy
- Web Platform Strategy (Acquisition, Discovery & Lifecycle Support)
- Analytics, Measurement & Insight Translation

- Cross-Functional & Vendor Leadership
- Team Leadership & Resource Allocation
- Pipeline Contribution & Revenue Enablement

AI & AUTOMATION

- AI-enabled content refresh & optimization workflows
- LLM-informed content structure for modern search discovery
- Automation of audits, reporting & accessibility checks

PROFESSIONAL EXPERIENCE

AMPLIFY EDUCATION — Remote Director, Web Marketing & SEO (Marketing Leadership) | 2021–Present

Own enterprise website strategy and platform roadmap for Amplify.com, supporting inbound growth, discovery optimization, and marketing-qualified lead (MQL) pipeline across multiple business lines in a regulated education environment.

- Designed and executed enterprise web strategy spanning SEO, UX, CRO, accessibility, analytics, and CMS governance
- Directed CMS architecture evolution using Gutenberg block systems to improve publishing scalability, reduce technical debt, and support experimentation velocity
- Led and mentored cross-functional teams across SEO, content, UX, development, analytics, and CRO — managing in-house staff, vendors, and contractors to deliver scalable enterprise web platform initiatives
- Owned technical and editorial SEO strategy to increase organic visibility while balancing accessibility, brand integrity, and platform performance
- Led experimentation strategy across the buyer journey, partnering with UX and CRO teams to prioritize hypotheses, validate improvements, and scale conversion gains across templates and program pages
- Aligned web platform roadmap with acquisition, lifecycle, and content strategy teams to improve discoverability, conversion efficiency, and experimentation velocity
- Implemented AI-driven SEO and content optimization workflows to accelerate refresh cycles and modernize legacy content
- Established enterprise governance standards, including WCAG 2.0 / ADA accessibility compliance
- Led enterprise web strategy across a lean internal team supported by vendors and agency partners, scaling delivery capacity across SEO, UX, experimentation, and platform governance initiatives
- Own roadmap prioritization and resourcing across internal teams and partners

Key Outcomes

- Scaled organic traffic +99% YoY through integrated SEO and content systems
- Increased MQLs +34% via UX optimization and CRO experimentation
- Drove +50% growth in referral traffic through video and YouTube optimization
- Generated +40% lift in organic reach by revitalizing legacy content using AI-assisted workflows

Platform Impact

Rebuilt Amplify's organic growth engine into a scalable, AI-enabled system that nearly doubled traffic and materially increased pipeline contribution.

VENTERRA REALTY — Remote Website & Brand Manager | 2016–2021

Led enterprise website transformation and brand modernization across a large, multi-site real estate portfolio.

- Managed website budget and vendor engagements across a 64+ site portfolio, ensuring efficient spend, on-time delivery, and performance improvements
- Directed full corporate website rebuild and corporate rebrand, including CMS migration, UX redesign, and content architecture
- Owned SEO and content strategy across 64+ microsites and a resident portal, prioritizing mobile performance and site speed (<3s)
- Oversaw development, design, and SEO partners delivering localized marketing initiatives and digital signage
- Established brand governance standards to ensure consistency across digital and physical touchpoints

Key Outcomes

- Increased conversions +15% and traffic +20% following site rebuild and content architecture redesign
- Managed \$300K branding and signage initiative for two Class-A properties

Signature Impact Modernized a fragmented digital ecosystem into a governed, high-performance web platform supporting growth at scale.

NAI PARTNERS — Houston, TX Senior Designer | 2014–2016

Built the technical and design foundation for commercial real estate digital marketing platforms.

- Designed and managed high-impact property websites and digital marketing assets
- Built a custom broker marketing platform featuring HTML5 interactive templates
- Led corporate website redesign and implemented analytics tracking

EDUCATION & CERTIFICATIONS

Master of Applied Science (MAS), Web Development University of Denver

Bachelor of Arts, Applied Design & Visual Arts University of Houston

Certifications

- Google Analytics Certified • HubSpot Inbound Marketing • Semrush Technical SEO & GA4 • CXL Institute — Marketing Strategy & Management

TECHNICAL TOOLSET

SEO & Performance: Semrush, Screaming Frog, Ahrefs, Google Search Console Analytics & BI: Google Analytics (GA4), Power BI, Tableau
CMS & Platforms: WordPress (Enterprise), Drupal, Contentful
CRM & Martech: HubSpot, Salesforce
Languages: HTML, CSS, PHP, JavaScript
Accessibility & Compliance: WCAG 2.0, ADA
AI Tools: ChatGPT, Gemini, RankIQ, AltTextAI