

JESSICA DUROW

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

DIRECTOR, DIGITAL GROWTH & EXPERIENCE

Organic Growth | SEO & AEO | CRO & Experimentation | Digital Experience | AI Discovery

SUMMARY

Digital Growth & Experience leader with 15+ years of experience building and optimizing digital ecosystems that connect audience discovery, customer experience, experimentation, and conversion to measurable business growth. Combines enterprise web strategy, SEO/AEO, CRO, analytics, content architecture, and product thinking to identify growth opportunities and translate customer behavior into scalable digital experiences. Proven track record modernizing high-traffic platforms, building experimentation programs, expanding organic and AI-driven discovery, and aligning Marketing, Product, UX, Engineering, Content, and Analytics around measurable acquisition and conversion outcomes. Brings a multidisciplinary background spanning B2B and B2C, ecommerce, digital platforms, brand, and emerging AI technologies.

CORE CAPABILITIES

ORGANIC & AI DISCOVERY

SEO Strategy • AEO / GEO • AI Search Visibility • Technical SEO • Structured Data & Schema • Semantic Content Architecture

DIGITAL EXPERIENCE & WEB STRATEGY

Enterprise Web Strategy • UX & Information Architecture • CMS & Platform Strategy • Content Experience • Accessibility • Performance

CONTENT & ACQUISITION STRATEGY

Organic Acquisition • Content Optimization • Search Intent • Lifecycle Experience • Ecommerce • B2B & B2C Growth

EXPERIMENTATION & CONVERSION

CRO Strategy • A/B Testing • Experimentation Roadmaps • Behavioral Optimization • Customer Journey Optimization • Funnel Performance

ANALYTICS & GROWTH INTELLIGENCE

GA4 • Search Console • Performance Measurement • KPI Frameworks • Audience Insights • Growth Opportunity Analysis

AI, PRODUCT & LEADERSHIP

AI-Enabled Optimization • Automation • Product & Roadmap Strategy • Cross-Functional Leadership • Team Development • Vendor & Agency Leadership

PROFESSIONAL EXPERIENCE

AMPLIFY EDUCATION — Director, Web Strategy & Product | 2021–Present

Lead digital growth and web experience strategy for Amplify.com, connecting organic and AI-driven discovery, customer experience, experimentation, content, and platform optimization to increase high-intent traffic, engagement, conversion, and pipeline contribution.

- Built and scale an integrated digital growth system connecting SEO, AEO/AI discovery, content strategy, UX, CRO, analytics, and web platform capabilities - embedding growth considerations upstream into product and roadmap decisions rather than applying optimization after launch.
- Own organic acquisition and discovery strategy across a high-traffic enterprise web ecosystem, translating search behavior, customer intent, competitive insights, and emerging AI discovery patterns into prioritized growth opportunities.
- Established an experimentation and CRO operating model across priority customer journeys, using behavioral analytics and performance data to develop hypotheses, prioritize tests, identify friction, and scale successful improvements across templates and product experiences.
- Lead enterprise technical SEO and content architecture strategy spanning information architecture, structured data/schema, internal linking, content optimization, Core Web Vitals, and scalable CMS structures supporting long-term organic growth.
- Developed and operationalized AEO and AI-discovery strategy, evolving traditional search optimization for generative search experiences through structured content, semantic architecture, schema, llms.txt, and ongoing AI-visibility measurement.
- Directed modernization of a fragmented 1,700+ page enterprise web ecosystem, implementing scalable Gutenberg component systems that increased publishing efficiency, experimentation velocity, and the organization's ability to respond to growth opportunities.
- Established measurement frameworks connecting discovery, engagement, conversion, and pipeline performance, translating GA4, search, content, and behavioral data into roadmap recommendations and executive-level growth narratives.
- Lead and develop a multidisciplinary web team while directing agency, contractor, and cross-functional resources across SEO, UX, Content, Engineering, Analytics, and experimentation to execute growth initiatives at enterprise scale.

SELECTED GROWTH IMPACT

- Scaled organic traffic +99% YoY, followed by sustained annual organic growth of 27%+, through platform modernization, content strategy, technical SEO, and continuous optimization.
- Increased marketing-qualified leads +34% through UX optimization, experimentation, and conversion improvements across priority customer journeys.
- Increased AI-search visibility +68% and AI mentions +25% through structured content, schema, and AEO initiatives.
- Increased clicks per unique visitor +107% while sustaining 55%+ click-through engagement, strengthening movement from discovery into deeper product exploration.

VENTERRA REALTY — Website & Brand Manager | Marketing Technology Manager | 2016–2021

Lead digital experience, acquisition, and platform optimization across a 65+ property multifamily portfolio, connecting website strategy, UX, SEO, content, analytics, and marketing technology to improve customer discovery, engagement, and leasing performance.

- Directed digital growth and experience strategy across corporate and property websites, modernizing WordPress platforms, information architecture, mobile experiences, content, and customer journeys.
- Led technical SEO, content optimization, analytics implementation, and site-performance initiatives that strengthened organic visibility and established a scalable foundation for sustained digital acquisition.
- Optimized conversion journeys across property discovery, leasing, recruiting, and resident experiences, using UX improvements and digital performance insights to reduce friction and increase engagement.
- Established reusable content structures, design standards, and publishing governance across 65+ digital properties, improving consistency while enabling scalable portfolio-wide optimization.
- Evaluated and implemented emerging marketing technologies, including Matterport 3D experiences and dynamic XML property-data integrations, strengthening digital merchandising and improving the accuracy and scalability of customer-facing experiences.

SELECTED GROWTH IMPACT

- Increased website conversions +15% and traffic +20% following platform modernization and content architecture redesign.
- Established scalable governance and optimization standards across 65+ digital properties.

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

Built and optimized commercial real estate websites and digital marketing experiences supporting property discovery and brokerage marketing.

- Developed property websites, digital campaigns, and interactive experiences supporting commercial real estate acquisition and brokerage marketing.
- Built a custom broker marketing platform featuring reusable HTML5 templates, improving scalability and consistency of digital property marketing.
- Led corporate website redesign and analytics implementation, strengthening digital brand presence and performance visibility.

WORLDWIDE PHOTOGRAPHY — Director of Web | 2013–2014

Led ecommerce and digital marketing supporting seasonal Santa and Easter photography experiences across 300+ U.S. malls.

- Owned ecommerce, online pre-sales, email, social, digital merchandising, and customer-facing web experiences supporting national seasonal campaigns.
- Generated \$1M+ in seasonal ecommerce sales, connecting digital acquisition, merchandising, product availability, and customer purchasing experiences.
- Developed digital sales experiences supporting onsite photography operations and customer purchasing.
- Partnered with mall owners and developers to support consistent digital marketing execution across 300+ locations.

AMERICAN PAW — Ecommerce & Marketing | 2012–2016

Helped build and operate a direct-to-consumer pet-products business spanning ecommerce, digital marketing, merchandising, supplier management, and fulfillment.

- Managed ecommerce operations, digital merchandising, promotions, and customer experiences across the purchase lifecycle.
- Connected digital acquisition with product sourcing, inventory, events, fulfillment, and customer operations in an entrepreneurial environment.

SPECTRACELL LABORATORIES — Graphic Design & Brand Specialist | 2009–2013

Supported digital marketing, brand strategy, and customer acquisition for a national clinical-testing company serving physician practices and consumers.

- Helped execute a company-wide brand and digital modernization spanning corporate identity, web experiences, B2B/B2C campaigns, and sales enablement.
- Developed digital and integrated marketing programs supporting 50+ territory sales representatives and hundreds of physician practices.

EDUCATION & CERTIFICATIONS

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

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

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: GA4, Power BI, Tableau | CMS & Platforms: WordPress (Enterprise), Drupal, Contentful | CRM & Martech: HubSpot, Salesforce | Languages: HTML, CSS, PHP, JavaScript | Accessibility: WCAG 2.0, ADA | AI: ChatGPT, Gemini, RankIQ, AltTextAI