
Experience managing high traffic e-commerce that produced over 1M in seasonal revenue
Ability to assess and streamline processes to improve productivity
Proven campaign development success

Summary

Versatile and highly competent marketing professional offering over 10 years of combined print and digital experience; seeking a marketing leadership role. Expertise in recommending and implementing the most effective strategies for driving B2B and B2C marketing to the web based on industry best practices as well as innovative strategies and tactics. Ability to analyze issues, devise continuous process improvements and incorporate initiatives to increase efficiency, streamline operations and decrease overall expenses with minimal resources. I am comfortable working across multiple departments in a large matrix, mid size or start-up organizations. I have a "Get it done" attitude, coding skills for all digital marketing platforms, and the ability to build strategies and successful teams. Additionally, I enjoy the challenge of solving problems with creative solutions. I have extensive knowledge and interest in the following areas: Pets, Consumer Products, Technology, Real Estate and Healthcare.

Skills and Abilities

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|----------------------------------|------------------------------------|------------------------------------|
| Internet Marketing / Ecommerce | Social Media, CRM | Hubspot / Sales Force |
| Web Management | Web Analytics, Conversion Tracking | Budget, ROI and P&L Responsibility |
| 3rd Party Sales; Amazon / Ebay | Online Events, Brand Awareness | B2B / B2P / B2C |
| Project Management / Development | Copywriting / PR relations | Display & Retargeting Ads |

Experience

Senior Graphic Designer & Web Manager | NAI Partners | Houston, TX | May 2014 – Present

Accountable for undertaking higher end marketing projects, template development, and mentoring administrative staff on software. I spearhead and upkeep all web initiatives and am directly responsible for the rebuild and management of our corporate website, microsites and property sites. I utilize CRM for project, budget and client management; Sales Force (Rethink & Apto).

- **Collaborate with Sr. Marketing Director on campaign planning, quarterly objectives, and content schedule**
- Responsible for creation of email marketing and list management, advertising, and inter-office event announcements
- **Cultivated and manage online Marketing Hub website and mobile app**
- Provide technical training and support on design software
- **Support marketing requests for account managers and brokerage team of over 40; prioritize workflow and delegate overflow to admins**

Web Marketing Director & Ecommerce Manager | Worldwide Photography | Hockley, TX | February 2013 – February 2014

Managed store inventory and orders, and was responsible for monitoring the web and digital campaign analytics using Google Analytics, and providing reports via Google Docs. I monitored and was responsive to Social Media inquiries providing exceptional customer service. Delivered strategic insight on ways to streamline processes and developed campaigns that improved revenue streams.

- **Managed e-commerce that generated over 1 million dollars seasonally**
- Lead weekly meetings on marketing initiatives and goals
- Reduced customer wait time by developing a mobile sales sheet iPad App
- **Updated product inventory and maintained continuity of holiday themes and products**
- Designed and managed sales materials for annual holiday themes; materials included sales sheets, flyers, web ads and promos, photo borders, and photography set materials
- **Created automated process for developing multi-tier e-marketing sales ads, improving productivity**
- **Rebuilt company's corporate website to be used as a comprehensive sales tool for business prospects**
- Instituted an organized structure for design file storage, and better data management for marketing
- Automated and scheduled posts for weekly campaigns through use of Hootsuite and content calendar
- **Built, deployed, and monitored retargeting and display ads to drive traffic to the e-commerce website**

Jessica Durow, MAS

Houston, Texas | 832-378-2432 | j.a.durow@gmail.com | www.jdurow.com

Graphic Design Specialist | SpectraCell Laboratories | Houston, TX | March 2009 – February 2013

Was responsible for maintaining the corporate website, managing online direct mail store and prioritizing a high volume of marketing requests. Accountable for planning, designing and producing all corporate collateral, B2B and B2C sales materials, graphics for trade shows and conferences, and project management.

- Worked closely with Marketing Director and VP of Marketing to develop marketing programs for B2B and B2C
 - Headed website remodel and rebrand project
 - **Improved brand development, and supported 30-35 sales team;** skillfully established new brand and product marketing
 - Collaborated with marketing staff to prepare for company and client events
 - Conducted sales training several times a year to educate new sales staff about available marketing tools
 - **Increased client's nutritional testing revenue over \$1,000 within a single week of implementing a new cooperative marketing direct mail piece**
 - Direct mail and flyer copywriting
 - Set up, deployed and managed cooperative marketing direct mail online software and budget allowance
 - **Created disease specific themed collateral series**
 - Designed Cooperative Marketing Campaigns and Corporate Wellness programs
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Internet Marketing & Ecommerce Manager | American Paw | Hockley, TX | April 2012 – Present

I develop and lead the online marketing for consumer products. I implemented the online marketing strategy across multiple channels; including: SEO, PPC, email, affiliate marketing and online advertising. Time-vested in product and brand development, e-commerce evolution process, and event planning. I am also responsible for analytic reporting on SEO, SEM, ROI and lead generation. Manage all social media platforms, PPC ads, targeted campaigns and press releases. I extended product visibility by listing and selling with 3rd party sites such as: Amazon Marketplace, Ebay and Google Merchant accounts. Research pet trends, new products and test best practices with market research.

- UX/UI development, content development, digital photography and website build
 - **Develop the overall B2C site development project plan**
 - Research, purchase and upload products to website
 - **Implemented SEO & SEM strategy, social media ad campaigns; tripled site traffic**
 - SEM for 2 websites; Provide best practices on content development and execution for natural search relevance
 - **Reduced operation and event costs with networking and vendor relations**
 - Doubled monthly box sales with social media efforts
 - **Brand development, copywriting and project and budget management**
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Marketing, Design & Ecommerce Consultant | JDurow.com | Hockley, TX | October 2009 – Present

Branding / Research & Copywriting / English & Spanish Translations / Print Graphics / Web Graphics & Websites / 3rd party selling
Web Content Development / Search Engine Marketing / Mobile & App Development / Display Ads / Social Media

- **Contracts:** In Office Labs, Transwestern, NAI Wheeler, JD Rush Corp, 3CIT, Rowlett Commercial, Marcus & Millichap
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Previous Employment History

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| Graphic Designer CB Richard Ellis (CBRE), Houston, TX | Jul 2007 – Mar 2009 |
| Graphic Designer Douglas Media Group, Houston, TX | Oct 2006 – Jul 2007 |
| Graphic Designer & Assistant Manager Crest Printing, Houston, TX | Jul 2004 – Sep 2005 |

Education

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| Master of Applied Science in Information and Communication Technology University of Denver | 2014 |
| Bachelor of Arts in Applied Design and Visual Arts University of Houston, Clear Lake University of Houston – Clear Lake | 2005 |

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Professional Certifications

CIM Certification (*in progress*)

Google AdWords Certification (*in progress*)

Professional Memberships

Internet Marketing Association

Technical Skills

Adobe Creative Cloud – Acrobat, Indesign, Photoshop, Illustrator, Dreamweaver, Edge Animate, Muse, Flash Pro, Phone Gap Build, Bridge, Edge Code; **Microsoft 360** – Word, Excel, PowerPoint, Outlook; **CRM Software** – Salesforce, HubSpot; **Web Software** – Google Webmaster Tools, Google Analytics, Google AdWords, DropBox, Google Drive, ZoHo; **Social Media** – Twitter, FaceBook, Google+, YouTube, Pinterest, LinkedIn, Vevo, Hootsuite; **Web Languages** – Html5, CSS3, JavaScript, JQuery, Php, jSon, Ajax, ActionScript, SQL, ASP.NET; **Serverside Web Development** – GoDaddy, BlueHost, Host Gator; **Content Management Systems** – WordPress, Monk, Dot Net Nuke, SharePoint; **E-commerce** – Weebly, WooCommerce, JigoShop, Shopify, Square Space, Wix; **3rd Party Selling** – Amazon Marketplace, Ebay, & Google Merchant; **Email Software** – Constant Contact, Campaign Logic, Campaign Monitor, Vertical Response, Silver Pop, Mail Chimp, and Mad Mimi