CODY JASTER

Digital Marketing Architect | Web Developer

CONTACT

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MOBILE NUMBER

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ONLINE PORTFOLIO

EDUCATION

Dec 2013 — **UNIVERSITY OF HOUSTON - DOWNTOWN**
BUSINESS & MARKETING

SKILLS

HTML	●●●●●●●●●●●●●●
CSS3	●●●●●●●●●●●●●●
jQuery (JS)	●●●●●●●●●●●●●○
PHP	●●●●●●●●●●●●○○○
SQL	●●●●●●●●●●●●●○○
Dreamweaver	●●●●●●●●●●●●●●
Illustrator	●●●●●●●●●●●●●○○
Photoshop	●●●●●●●●●●●●●○○
InDesign	●●●●●●●●●●●○○○○○

QUALIFICATIONS

- Huge advocate of using technology to improve workflow and efficiency where applicable.
- Forward-facing client & customer service background
- Communicates effectively with teammates and clients
- Daily use of the Bootstrap framework
- Intimately familiar with various CMSes including:
  - WordPress
  - Drupal
  - Sitecore
  - Kentico
- Proficient in:
  - Adobe Creative Suite
  - Mac and Windows operating systems
  - Multiple SEO/SEM toolsets and platforms

LIKES

Branding is more than designing pretty logos or typography

REAL WORLD EXPERIENCE

August 2014 - present — Netsurion/EventTracker
Digital Marketing Architect

- Developed HTML email marketing templates adhering to best practices with email client rendering top-of-mind.
- Implemented omnichannel marketing campaigns targeting various audience segments from prospect to renewal - realizing a 25% increase in customer satisfaction + retention.
- Developed online ordering workflow and automation to reduce paper signatures and reliance on paid e-signature services resulting in 200% increases in sales and installations.
- Created processes to improve internal and external communications across multiple departments allowing the brand to achieve a more cohesive, singular voice via multiple channels.
- Continually reviewed and revised workflows to best suit a fluid company strategy.
- Worked directly with the executive team for successful rebranding of the company
- Multiple major website redesign projects to accommodate a fluid business strategy and changing products and service offerings
- Onboarding and merging of websites and web teams after acquisition of complementary brand

January 2014 - August 2014 — Hartman REIT
Digital Marketing Associate

SEO/PPC, Social Media Integration, and Analytics Reporting
Graphic Design (memorandums, flyer/brochures, newsletters)
Web Design & Development - HTML, CSS3, PHP, jQuery, MySQL
Content Strategy (Infographics, Landing Page Optimization)
Inbound Marketing Campaign (CTA's and Remarketing code)
Company Culture and Client Satisfaction Rebrand efforts

2000 Eagle Scout Rank - Boy Scouts of America
Special Recognition for Order of the Arrow

Professional References Available Upon Request