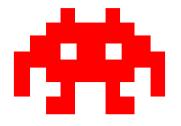
CODY JASTER

Digital Marketing Architect | Web Developer



CONTACT







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











2000 Eagle Scout Rank - Boy Scouts of America



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

Special Recognition for Order of the Arrow