

JASON BARLOW

ACCOUNT MANAGER



214.492.3851



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530 25th St., Denver, CO



jasonbarlow.com

EDUCATION

Texas Tech University
Bachelor of Arts | 3.4 GPA
Major: Public Relations
Minor: Electronic Media
Communications
2009–2013

SKILLS

Microsoft Office
G-Suite / Google Workspace
Adobe Photoshop
HubSpot
SalesForce
WordPress CMS
HTML & CSS
Google Analytics
Google AdWords
Google Search Console
Facebook Ads Manager
Search Engine Optimization

INTERESTS

My Dog - Nellie
Running & Biking
Hiking & Camping
Climbing
Skiing
Travel
Sourdough Bread
Craft Beer

PERSONAL SUMMARY

Organized, energetic, and creative problem solver with a proven track record of going above and beyond for my clients and peers. I have a diverse skill set and an entrepreneurial background, giving me valuable insight and a range of experience working in all phases of the project lifecycle. Strengths include:

- Account Management
- Project Management
- Sales & Lead Generation
- Leadership & Communication
- WordPress Web Design
- SEO Strategy & Implementation
- Graphic Design & UX Design
- Customer Support

EXPERIENCE

ACCOUNT MANAGER

Rounded Digital // Denver, Colorado // 2018 – Present

- Work one-on-one with clients across the United States and as far as Australia to plan, design, and build fully custom WordPress websites.
- Serve as account manager for 12+ clients, providing on-going search engine optimization services, including: blogging, soliciting backlinks, writing and distributing press releases, updating directory listings, and performance monitoring.
- Present quarterly reports to clients using Google Analytics.
- Manage a small team of content writers and provide research and direction in order to produce 20-50 unique articles per month.
- Engage in customer support and complete website support requests for 30+ on-going clients.

OWNER & LEAD DESIGNER

Atlas Media, LLC // Denver, Colorado // 2016 – Present

- Developed an organized and efficient sales funnel and led a small team of contracted sales representatives.
- Acquired more than 50 unique clients in the first two years, netting more than 140k in new business revenue.
- Managed all client relationships from first meeting to final invoice.
- Designed and developed fully custom, user friendly, and search engine optimized websites for a wide range of businesses and organizations.
- Managed a small team of technical contractors and provided clear and concise instructions in order to complete specialized tasks.
- Provided on-going social media, blogging, and SEO services.

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REVIEWS

"Jason did a fantastic job... He is very professional and outstanding to work with. As a small business owner, it is nice to see others that are capable of being so proficient in their field. Jason was able to work on my time frame and always seemed to be two steps ahead of where I was at. I have no doubt he will thrive with such excellent customer service!"

- **Jeremy Grinwald**

"It's nice to work with someone that is on their game. Jason puts in the extra effort and has given us the tools for success. You can't go wrong with Jason and his willingness to go above and beyond. A home run!"

- **Robyn Carrara**

"Jason has been a Godsend to us! He is exactly who we needed... He is very responsive, professional, knowledgeable, and is gifted at what he does. He took our ideas and designed our site to fit who we are and it's perfect!"

- **Whitney Jose**

EXPERIENCE (Continued...)

SENIOR MARKETING STRATEGIST

ProV3 Media, LLC // Irving, Texas // 2014 – 2016

- Managed 10-15 on-going digital marketing accounts and played a key role in new client meetings.
- Provided initial research, UX design, and strategy for new clients.
- Executed design plans and built fully custom, mobile responsive, and search engine optimized WordPress websites.
- Created and implemented social media calendars, Facebook campaigns, and email marketing campaigns in excess of \$100k annually.
- Designed logos, brochures, and various marketing collateral.
- Managed, taught, and instructed a small team of college interns.

BRAND MARKETING COORDINATOR

Brand Legendary // Irving, Texas // 2013 – 2014

- Created social media campaigns to promote apparel for Dirk Swish, Troy Polamalu, and Mike Modano.
- Assisted in the management of streetball.com - a lifestyle website featuring streetball (urban basketball) video clips, news articles, and user-generated content.
- Wrote and edited streetball and sneaker news articles for streetball.com
- Produced an in-depth feasibility study for the streetball mobile app and presented it to multiple mobile app developers, resulting in an offer from an Apple Hall of Fame development shop.

PUBLIC RELATIONS INTERN & STAFF WRITER

Texas Tech Athletics Communications // Lubbock, Texas // 2011 – 2013

- Produced athlete features, game previews, and recaps for the Texas Tech Athletics website.
- Selected to serve as Texas Tech's campus correspondent for the Big12 Conference in 2012-2013.
- Coordinated press box and on-field media operations for football, baseball, and women's soccer.
- Published by USA TODAY College, Big12 Sports, & TTU Athletics.