

KURTIS DURFEY

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SKILLS

Brand management and product marketing; storytelling and copywriting; cross-channel advertising strategy; social media and email marketing; graphic design and art direction; website design and UX; sales support, data analysis and reporting; client management; agile project management, PR, and media management

PROFICIENCIES

WordPress, AP Style, Microsoft Word, Google Docs; Adobe Creative Cloud (Photoshop, InDesign, and Illustrator); Act-on and MailChimp; Facebook, Instagram, Twitter (X), YouTube; Microsoft Outlook and Gmail; Google Ad Manager; Salesforce, Microsoft Excel, and Google Sheets

WORK EXPERIENCE

Destination Travel Network (DTN), Tucson, AZ

Marketing Manager, March 2017 – March 2025

- **STORYTELLING and COPYWRITING** — Developed and launched a B2B email and blog strategy highlighting digital marketing tactics and best practices for customers in the restaurants, attractions, and lodging categories
- **PRODUCT DEVELOPMENT** — Managed the design and launch of a versatile, templated WordPress-based website product specifically designed for restaurants, attractions, and lodging businesses
- **CREATIVE SUPPORT** — Assisted small business customers in the creation of compelling ad copy and SEO-rich website content; hosted discovery meetings with SMBs and managed website build projects, including design, copywriting, content migration, and launch; monitored the data and made iterative changes to optimize performance
- **PRODUCT MARKETING** — Managed the marketing strategy behind SMB digital marketing products (websites, listings syndication, customer review management, and social media tools); developed the product messaging strategy and sales materials to ensure consistent communications throughout the customer experience
- **SALES SUPPORT** — Managed the team and processes needed to prospect, qualify, and deliver high-quality leads to the sales team (via Salesforce); removed waste from and introduced efficiencies to the lead prospecting process, reducing work volume by 1.25 FTE and more than doubling efficiency
- **DATA ANALYSIS** — Performed an analysis of customer churn data to glean insights about the reasons for contract cancellations; scored the markets based on the quality of leads and revenue opportunity; developed a value-based price strategy that increased MRR and customer retention; calculated market-specific price points; monitored B2B email performance metrics and made iterative changes to optimize performance; delivered Executive Business Review reports to clients and colleagues
- **CROSS-TEAM COLLABORATION** — Worked with internal and external teams to align project goals, action items, and timelines; actively communicated progress; nearly 100% on-time record

Books In Common, Bend, OR

Marketing Communications, July 2016 – March 2017

- CONTENT and STORYTELLING — Managed blog content and social media strategy promoting author-speaker clients, events, and recent books
- SALES SUPPORT — Produced and emailed media releases to media contacts, bookstores, and universities promoting booked events and nurturing piggy-back event leads
- EVENT SUPPORT — Collaborated with venues to produce promotional graphics/posters
- AUTHOR-SPEAKER SUPPORT — Designed and distributed author-speaker promotional materials; managed author-speaker interviews for blog and newsletter content

Simpleview, Tucson, AZ

Project Manager, Creative Department, April 2015 – June 2016

- PROJECT MANAGEMENT — Managed projects to ensure the timely delivery of assets; developed a work-in-progress spreadsheet to automate project tracking, reporting, and forecasting; reported upward to the Creative Director and COO
- CROSS-TEAM COLLABORATION — Worked with teams across the organization to meet common goals

UA Presents, Tucson, AZ

Art Director / Marketing Analyst, August 2014 – February 2015

- CONTENT and STORYTELLING — Tackled copywriting, design, and production of all promotional materials highlighting upcoming performing arts events, including print and digital ads, season programs, consumer emails, and social media posts
- YIELD MANAGEMENT — Monitored event inventory sell-through and deployed demand-generation strategies to stimulate sales and optimize revenue

Buffalo Exchange, Tucson, AZ

Marketing Director, July 2012 – May 2014

- CONTENT and STORYTELLING — Directed the copywriting, design, and delivery of promotional materials for 49 retail stores in 17 markets, including posters, flyers, the editorial and printing of the quarterly zine, and blog and social media content
- ADVERTISING STRATEGY — Managed the cross-channel advertising budget and strategy in more than a dozen markets, including print ads in a variety of local newspapers/magazines and digital radio (Pandora); improved spend efficiency and audience reach with strategic changes to ad placements and frequency; oversaw B2C email campaigns (via MailChimp) and social media posts (Facebook, Twitter, Instagram, and YouTube); oversaw photo shoots and provided creative direction to ensure messaging was on-brand
- PR & MEDIA — Drafted and distributed media releases promoting store events to a managed list of media contacts; fielded media inquiries and film production requests

The University of Arizona BookStores, Tucson, AZ

Assistant Director of Marketing, February 2008 – July 2012

- MARKETING SUPPORT — Directed creative production for in-store promotional materials for six stores, including window displays, point-of-purchase flyers, advertising, and event marketing, including a large presence at the annual Tucson Festival of Books
- ADVERTISING STRATEGY — Managed the advertising budget; worked with local media to promote the stores and in-store events; oversaw the production of newspaper, magazine, and radio ads
- PR & MEDIA — Fielded all media inquiries; presented to a variety of stakeholder audiences, including students, parents, and the general public, on topics related to academics and community events

EDUCATION

- *Master of Business Administration*
The University of Arizona, Tucson, Arizona
- *Bachelor of Science in Advertising, minor in Visual Communication*
Northern Arizona University, Flagstaff, Arizona
- *Bachelor of Arts in Visual Communication, emphasis in Graphic Design*
Northern Arizona University, Flagstaff, Arizona

REFERENCES

- **Ann Thwaites**, Manager at UA Presents
(520) 907-3068, athwaites@gmail.com

“Kurtis showed great initiative and worked productively when little supervision and guidance were available. Frankly, he could have run things quite smoothly without me. He recognizes what needs to be done and sets to work without being asked, and he constantly looks for ways to improve upon the status quo.”

- **Lisa Pierce**, colleague at The University of Arizona
(520) 440-0963, lisapiercecreative@gmail.com

“Kurtis knows how to translate concepts and ideas [...] and work with other businesses to creatively cross-promote & foster mutually beneficial partnerships in the community. Kurtis’s passion for marketing & his sophisticated diplomacy is only surpassed by his eagerness to help others succeed.”

- **Kathleen Johnson**, team member at DTN
(520) 332-5750, kathleen.johnson2@gmail.com

“Kurtis fostered a great rapport amongst the team, kept track of everyone’s workload (and actually recognized what each of us was working on at any given time, and when our workloads were getting high), and offered support at every turn. He also thought constantly about ways to improve our processes and how to collaborate more effectively across teams and departments, even spearheading new product rollouts and a website redesign for our department.”

- **Mariah Sheets**, team member at DTN
(505) 350-8216, oconnellmf@gmail.com

“Working with Kurtis includes having someone in your corner and a mentor at all times. He is data-driven and innovative. He might add a task to your workload, but he creates the easiest route to integrate it. He continues to mentor and suggest avenues to help you grow as well! Kurtis also promotes work-life balance and cares about his team more than just work-related. He has been one of the best supervisors I’ve worked with. You’ll enjoy witty banter, easy communication, and support when working with him!”