

Jason Renai

Atlanta, GA (Remote First) • jason@jasonrenai.com • www.linkedin.com/in/jasonrenai/

Qualifications Summary

Solution-oriented, customer-focused, tech-savvy, and agile team member with substantial record in achieving client/stakeholder objectives through business analysis, project leadership, web development and digital marketing.

Skilled in using digital media and tools to scale business operations and revenue.

Key Career Highlights

- Fully automated core business process using a form-based workflow and ticket support system to provide approval, purchase, transmission, and tracking of unique file types required in remote automobile tuning.
- Provided expert consultative platform implementation services for CMS/CRM, property and channel management, event ticketing, MLS/IDX search, Quickbooks, and Google Workspace.
- Secured cross-departmental stakeholder support using focus group feedback to lead redesign of statewide education portal serving over 1.5M students and families.
- Increased company revenue 33% over 16 year average within 12 months by virtualizing internal processes and using MLS data-driven marketing.
- Cross-functional liaison in government and corporate environments with multiple technology solutions adopted across teams, departments, and platforms.
- Streamlined content publishing and management for 40+ offices and divisions with tools and education campaigns to reduce delays and increase accountability.

Area of Expertise

Web & Media:	UX, Mobile Design, WordPress & WooCommerce, Social Media, eCommerce, Search Engine Optimization, Media Production, Paid Ads, Podcasting & Streaming
Project Management:	Google Workspace, Agile/KanBan Project Management, Business Analysis, Client & Account Support, Event & Project Launches, Team Leadership
Business:	Digital Assets Management, Communication & Satisfaction, Digital Strategy, Process Development, Workflow Automation, Payment & Financial Integration

Professional Experience

Atlanta, GA
Contractor, Freelance

2019 – Present

Leverage superior customer support, business analysis, strategy planning, project management, technology skills, and problem-solving to deliver transformational web solutions that virtualize and accelerate businesses.

- eCommerce implementations, catalog development, payments & shipping, and customer experience.
- Google Marketing Platform optimization for text, voice, social and map. Paid ad campaigns and re-marketing funnels.
- Workflow automations between content management, eCommerce, accounting, and customer support platforms.
- Technology review and strategy planning

The Real Estate Company, Atlanta, GA **Licensed Sales Agent, Marketing Manager**

2010 – 2019

Serve as sales agent and marketing manager for boutique virtual real estate broker. Generate and grow traffic with digital strategy and content. Lead weekly, Kanban-style company meetings.

- Improved client experience with mobile, IDX search, and upgraded infrastructure for enhanced performance.
- Grew authentic and qualified lead volume through implementation of calls-to-action and social registration prompts.
- Managed and operationalized 5 web, social, and collaboration platforms.

KTC Agency, Atlanta, GA **Contractor**

2018 – 2019

Led national pharmaceutical brand activation project by implementing collaboration tools and project management methodologies to develop and deploy scheduled digital events.

- Took full ownership of asset management in compliance with multi-level security and strict DTCPA federal regulations. Successfully migrated over 1000 creative assets to enterprise CMS specifically built for life sciences.
- Executed national digital campaign consisting of city/domain-based landing pages, search engine optimization, marketing collateral, analytics, and on-page event ticketing with paid remarketing ads.

Signature Transport, Atlanta, GA **Business Manager**

2016 to 2017

Reviewed and redefined internal technologies to elevate and virtualize end-to-end business operations.

- Executed mobile-friendly website, CRM, online financials, and MLS data-driven targeted marketing resulting in 33% increase in revenue above Signature Moving's 16-year average within 12 months.
- Implemented GPS fleet management to reduce delays and increase accountability and regulatory compliance.

Cox Media Group, Atlanta, GA **Front End Developer, Contractor**

2015 to 2016

Utilized collaboration and leadership skills to engage and interact with business owners, product owners, C-suite executives, and senior management to provide cross-functional support and solutions for company-wide CMS migration.

- Intellectualized and developed display class framework and documentation adopted across Cox Media Group business verticals.
- Spearheaded shared resource library to standardize development across business units to decrease total cost of ownership.

Content Manager, Web Developer **Georgia Department of Education, Atlanta, GA**

2009 to 2015

Owned content publishing and reporting throughout all business units, platforms, and channels using Sharepoint, WordPress, Twitter, and Facebook.

- Initiated document versioning tools and education that strengthen data accuracy and increase efficiency up to 63%.
- Acquired stakeholder support to lead Gadoe.org redesign using parent, student, and teacher focus group feedback.
- Liaised between Offices of Technology Services and Communications to ensure timely and accurate public data releases, reports, and updates.

Additional Experience: Licensed Real Estate Agent at Coldwell Banker Condo Store, Atlanta, GA (2007 to 2010) | Front End Developer, Contractor at B2B Technologies, Atlanta, GA (2007 to 2015)

Qualification & Credentials

Salesperson #318657 | State of Georgia Real Estate Commission (2007 to 2024)