



Jennifer Borrayo

Director of Marketing



jborrowo@daumcommercial.com

P (818) 615-0147

Woodland Hills

21820 Burbank Boulevard | Suite 201

Woodland Hills, CA 91367

Professional Experience

Jennifer Borrayo is an enthusiastic marketing and graphic designer with over ten years of experience in fields that include hospitality, sales, and visual communications. Her Hispanic background has influenced much of this designer's work through pop art, realism, and abstract expressionism. She has worked with clients nationwide providing them with branding services and web design. Some clients include BMW, LA Galaxy, AFJA, Aprintco and various other non-profit organizations. In 2016 Jennifer joined DAUM Commercial Real Estate Services as a Marketing Specialist, enhancing the company's branding and marketing, with later being promoted to Marketing Director within 2 years' time. Jennifer oversees the Marketing team and understands key marketing performance metrics and tracking tools to provide competitive property campaign results and consumer trends to translate results into actionable insights for the marketing team. Jennifer also leads the development of marketing plans, working closely with clients, management, content teams, and distribution partners, to create effective and efficient marketing strategies focused on B2B services.

SKILLS

Social Media Marketing
Strategic Planning
Marketing Communications
Branding
Photography
Website Design
UI design/branding
Illustration

EDUCATION

Fashion Institute of Design and Merchandising
Major: Graphic Design & Branding
Web Design HTML & CSS, Graphics & Licensing