JILL L. BARLOW

DIGITAL STRATEGY & OPERATIONS LEADER

CONTACT

417.268.5356

jill@jillbarlow.com

jillbarlow.com

Southwest Missouri

CORE EXPERTISE

Digital Strategy
Digital Operations
Website & Product Development
Marketing Technology
Client Growth Systems
SEO / AIO
Analytics & ROI
Project Leadership
Creative Direction
Automation & Integrations

EDUCATION

Missouri Southern State University
Marketing

Pittsburg State University
Music

EXECUTIVE PROFILE

Digital strategy and operations leader who turns business needs into practical digital systems. Experience spans media, websites and digital products, client strategy, marketing technology, analytics, creative direction, and business operations. Leads work from discovery and business case through design, implementation, launch, measurement, optimization, and staff adoption.

SELECTED IMPACT

MoArk News Now

Digital product strategy, publishing systems, audience growth, apps, distribution, and advertising operations.

Custom WordPress Systems

Purpose-built workflows, approvals, automation, integrations, and administrative tools.

Client Growth

Discovery, proposals, campaign planning, pricing support, implementation, analytics, and ROI reporting.

Marketing Technology

Web platforms, analytics, app stores, ad tech, automation, hosting, DNS, and operational troubleshooting.

PROFESSIONAL EXPERIENCE

Digital Manager

Ozarks DynaCom / Ozark Mountain Media Group — 2021 - Present

- Lead digital strategy and daily operations across company-owned radio, news, sports, and corporate web properties while supporting client websites, campaigns, and digital revenue initiatives.
- Direct projects from concept through launch, coordinating management, sales, news, programming, creative staff, assistants, contractors, vendors, and technical platforms.
- Manage MoArk News Now, MoArk Sports, and related digital products, including publishing workflows, distribution, feeds, advertising inventory, classifieds, memberships, search, archives, and apps.
- Develop custom WordPress systems, administrative tools, approval workflows, automation, and integrations when off-the-shelf solutions do not fit operational needs.
- Lead client discovery, strategy, proposals, pricing support, creative direction, implementation, and performance reporting across websites, SEO/AIO, email, social, display, paid search, video, streaming, and radio.
- Own website operations including WordPress/Elementor administration, hosting, domains, DNS, SSL, backups, migrations, redirects, performance, access, security coordination, and launch readiness.

Leadership focus: strategy, systems, revenue, execution, measurement, and staff adoption.

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PLATFORMS & TOOLS

WordPress / Elementor
HTML / CSS
GA4 / Tag Manager
Meta Pixel
Ad Servers / Ad Tech
CMS / Hosting / DNS
Apple App Store Connect
Google Play Console
Adobe Creative Cloud
Microsoft 365
Paid Search / PPC
Retargeting
Geo-Targeting / Geo-Fencing
Social Advertising
Email Marketing
Streaming / Cross-Platform

PROFESSIONAL REFERENCES

Steve Willoughby
Station Manager, Ozarks DynaCom
417.339.6568

Stacy Boysen-Krauck
Digital Director, KY3
417.569.6345

Punky Fedora
Owner, RES Real Estate
417.299.3121

Tammy Vietti
Owner, Vietti Marketing Group
417.818.6108

PROFESSIONAL EXPERIENCE

Co-Owner / Digital & Marketing Consultant
AAF Creative, LLC — 2010 - Present

- Provide branding, website development, digital marketing, creative, media, and business-process support for small and growing organizations.
- Work directly with owners and decision-makers on positioning, campaigns, websites, workflow design, staff training, systems, and day-to-day operational problem solving.
- Take projects from idea and discovery through design, implementation, launch, and ongoing support.

EARLIER EXPERIENCE

Digital Specialist
Nexstar Broadcasting - KOLR / KOZL / OzarksFIRST.com

- Supported digital advertising, website operations, content, client campaigns, and digital sales initiatives for a multi-station television organization.
- Worked across client strategy, campaign execution, web publishing, analytics, digital products, and internal coordination during rapid growth in local digital media.

Database Administrator
Students In Free Enterprise (Enactus)

- Managed organizational data and database operations, supporting reliable information flow, reporting, and administrative processes.

LEADERSHIP & OPERATIONS

- Analytics & ROI: GA4, Tag Manager, conversion tracking, campaign reporting, and practical recommendations tied to business goals.
- Mobile publishing: App Store Connect and Google Play Console, privacy/data-safety requirements, screenshots, review issues, device testing, and releases.
- Advertising operations: Campaign setup, targeting, creative specifications, reporting, troubleshooting, inventory rules, category controls, and placement standards.
- Training & adoption: SOPs, checklists, FAQs, staff workflows, and training for reporters, editors, salespeople, assistants, clients, and other users.
- Cross-functional leadership: Bridge clients, sales, editorial, vendors, creative teams, and technical platforms while keeping projects moving.

Ideas -> Systems -> Growth
Most effective where strategy, people, and technology meet: clarify the problem, build the system, help people use it, and measure whether it worked.