

Marketing & Graphic Design

Joel Durkee



Joel Durkee | Marketing & Branding

Global B2B marketing leader with 8 years driving demand generation and brand strategy across healthtech, GovTech, and real estate.

Professional Experience



❖ Global Marketing Manager



❖ Integrated Marketing Manager

2025
-
2026

THE CCIM INSTITUTE

Advancing the Commercial Real Estate Profession

❖ Marketing Consultant

2019 - 2022

Staples

❖ Print & Marketing Associate

2018

2024

Cambria Solutions

❖ Sr. Marketing Specialist

2019



❖ Sales & Marketing Assistant

Freelance



Docuvera

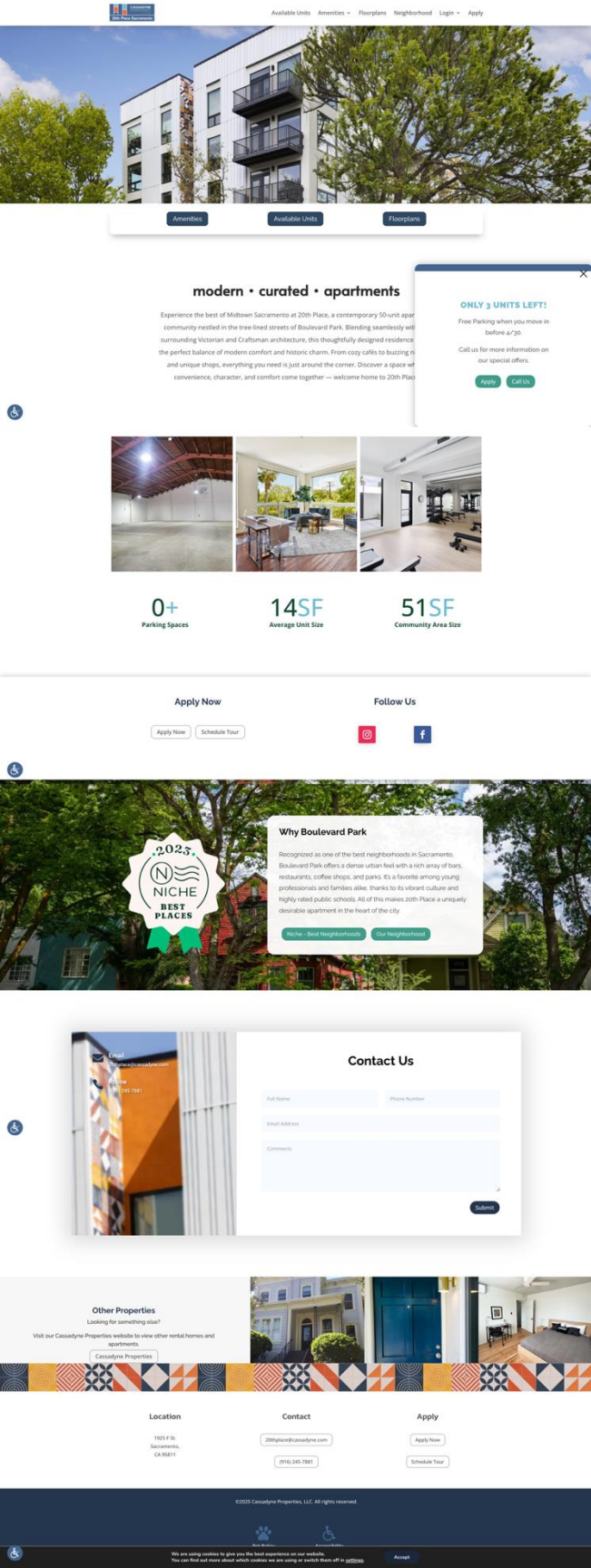


Volunteer



Joel Durkee | Big Wins

Carestream Dental	83% Reduction in collateral review turnaround 40% Increase in sales demo sign ups
BarronKent	100% sales goal achieved via paid Google Ads, 13,000+ site visits, 124 confirmed clients, 15+ start up investment
The CCIM Institute	7x Increase in educational webinar signups Full corporate rebrand completed
Cambria Solutions	5x increase in website viewership through SEO 30% YoY sales growth achieved



CASE STUDY: Launching 20th Place Brand



Designed & Developed WordPress Sites

I developed 20thplacesac.com from the ground up on WordPress & redesigned 4 other brands' sites



Maintained 100% Score on Google SEO

Improved site speed, accessibility, and SEO, resulting in a 60% increase in organic web traffic



Implemented New Content Strategy

Streamlined a process to produce bi-weekly articles from 10+ SMEs, helping to amplify brand reach by 5x



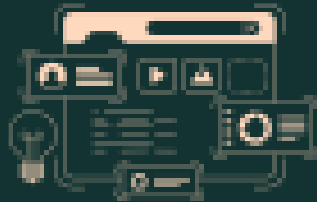
Improved Site Conversions

Improved User Experience through web design to increase website conversions by 22.6%

Movement Over Motion Award

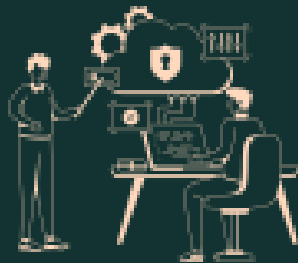
Nominated in
2024 by
Cassadyne
Properties

CASE STUDY: AI Implementation



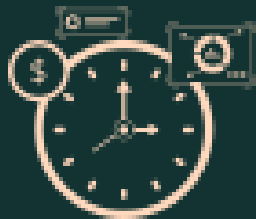
Created AI Resource Hub

Designed a scalable internal AI Resources Hub that combined AI education, department-specific tool recommendations, reusable prompts, training tutorials, downloadable templates, use-case documentation, and responsible-use guidelines.



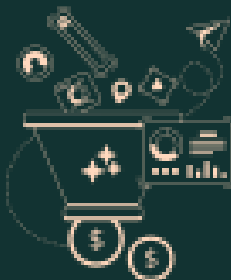
Trained Nontechnical Teams

Produced a practical AI enablement model for nontechnical teams, including a staff guide focused on improving daily productivity, tool-selection guidance, an internal wiki, standardized SOPs, and internal AI workshops.



Automate Processes & AI Implementation

Mapped enterprise technology operations to automation opportunities in cybersecurity, identity verification, backup validation, software-license optimization, document classification, smart search, knowledge-base generation, and workflow automation.



AI Integration with Digital Marketing

Integrated AI strategy with digital marketing and conversion optimization initiatives, including AI-assisted SEO audits, traffic-analysis roadmaps, homepage A/B testing, behavioral analytics, automated social content, lead capture, and email programs.

AI Champion Award

Nominated in
2025 by
BarronKent

CASE STUDY: AI Implementation



Sales Impact

The campaign generated nearly 4000 SQL conversions with the highest performing conversion rate in the campaign of 51%.

Sensei Cloud’s Payment Manager Product Launch

I created a 6-week marketing and sales campaign to promote the launch of Sensei Cloud’s new software product, Payment Manager using a 6 variant AB test that transformed the way Carestream Dental ran campaigns afterward.

Marketing Impact

During this 6-week campaign, I identified a process inefficiency that allowed me to speed up the production of email marketing by 83%, saving the team hours each week in production and review.



Leaders of Impact

Nominated in 2025 by American Heart Association

Advertising

Managed Budgets

Managed a \$4,000/mo advertising budget

Conversion

Gained an average 12 monthly SQLs



Impressions

Gained an average 150k monthly impressions across all channels

Leads

Attracted an average 150 MQLs a month

Tools & Technical Expertise



PowerPoint
8 Years



Photoshop
7 Years



Illustrator
7 Years



WordPress
7 Years



Analytics
7 Years



InDesign
6 Years



Lightroom
6 Years



Canva
6 Years



Ads
4 Years



Marketo
2 Years



Salesforce
2 Years



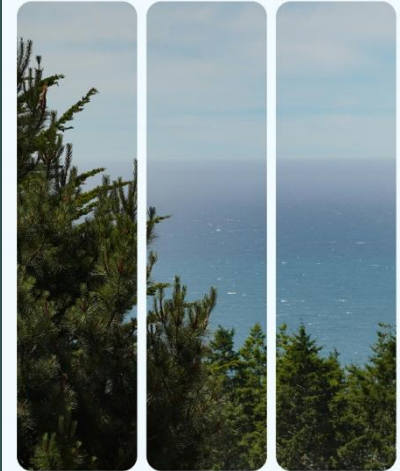
ChatGPT
4 Years



Claude
2 Years

SAMPLE: Partner Deck for BarronKent Ventures

Collaborating with two content experts and the Managing Partner, I completed this project within three weeks prior to a critical event where the team used the presentation to showcase the company and attract new business partnerships.



BarrónKent
Ventures

Your Partner in
GovTech & HealthTech
Innovation

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Why Partner With Us

Backed by 20+ years of experience in hyper-growth, successful exits, and deep industry expertise, we empower bold ideas that redefine industries and improve lives by investing in innovative, scalable businesses that foster a dynamic culture while prioritizing customer satisfaction and employee value.



GovTech
We founded a consulting company and scaled it to a nationally recognized consulting leader with over 300 employees. When it comes to navigating government systems, we bring unmatched expertise in this industry.



HealthTech
With 18+ years of experience leading public health projects nationwide, we specialize in assessment tools, billing solutions, data analytics, mobile case management, health dashboards, and other applications driving impactful solutions for human services.



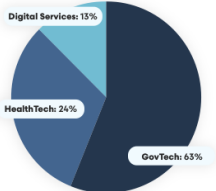
Digital Services
We lead the charge with scalable innovations in cloud technology, AI, and PaaS. Our approach is simple: deliver transformative solutions that accelerate growth and drive tangible outcomes for your business.

Our Strategy

Investment Thesis

Location	USA Based
Industry Vertical	Preferred GovTech or HealthTech (Open based on opportunity)
Technology / Product	SaaS, Digital Services, A.I.
Traction	ARR > \$100k
Market	Large growth market w/ Go-to-Market plan
Return	Forecasts a minimum 3x return
Check Size	\$100k to \$2 million

Portfolio Make Up



GovTech: 63%	HealthTech: 24%	Digital Services: 13%
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Pre-Seed

Product: Learning
7-10x return

Seed

Traction: Strategic Growth
3-5x return

Series-A

Revenue: Market Acceleration
3x return

Value Beyond Capital

We understand the complexity of government processes

- We have expertise in procurement, compliance, delivery, and business development
- We've run a successful operational & exit experience
- We've developed a specialized government and health & human services expertise

We Fund the GovTech Market

10 GovTech Companies In Our Portfolio

We help founders grow

- Via our GovTech growth playbook and our GovTech exit playbook
- A robust network of business development partners and delivery partners

Our Engagement

3	Board Seats
26	Event Panels
194	Events Attended
2,187	Pitches Observed

We Are Proud to See Our Ventures' Thrive

Our Investment Portfolio & Partners

GovTech

Automotus, beam, Cordinalys, CIVITECH, H-Data

Healthcare

LADRIIS, Repid, STREAMLINE, TRICKLIGHT, Cordant

Digital Services

Bonafide, Flywheel, trivirum, Zocalo Health

Investment Partners

DCA, MONETA, MORE THAN

Our Investments' Successes

- GovTech 100
- Best Regulatory Compliance Startup
- Techstars Alabama EnergyTech Accelerator
- Comstock Young Professionals
- Techquity for Health Case Study Award
- Entrepreneur of the Year
- Fierce 50: Innovation Honoree
- Modern Healthcare Top Innovator
- Top 50 in Digital Health Honoree
- Best Place to Work
- 2025 Products That Count
- 2024 Sacramento Innovation Awards



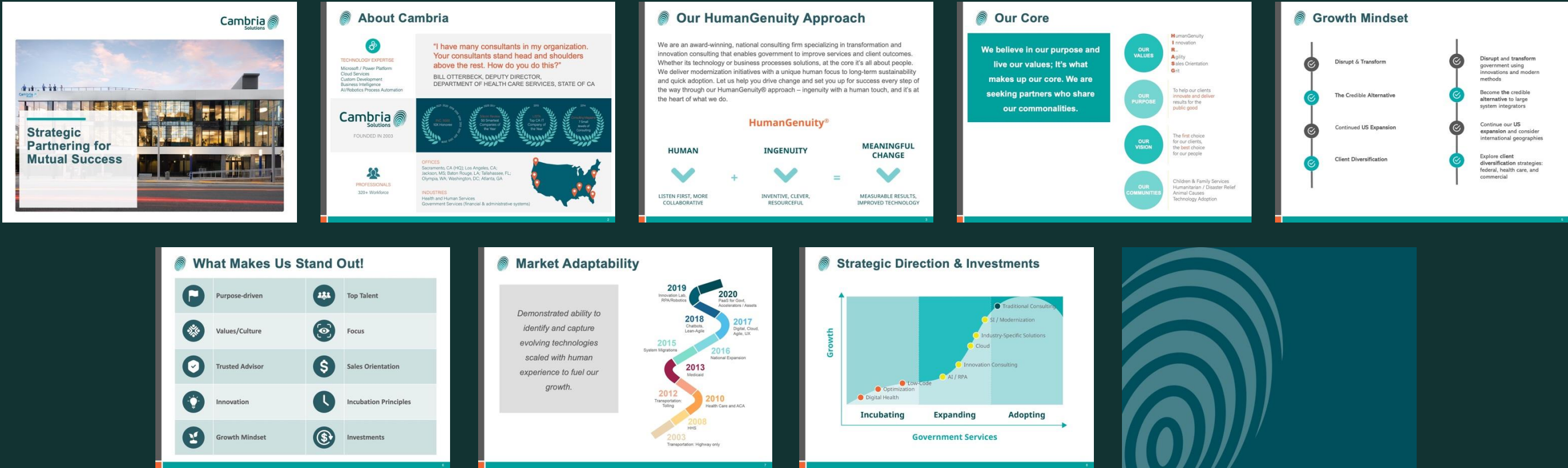
BarrónKent
Ventures

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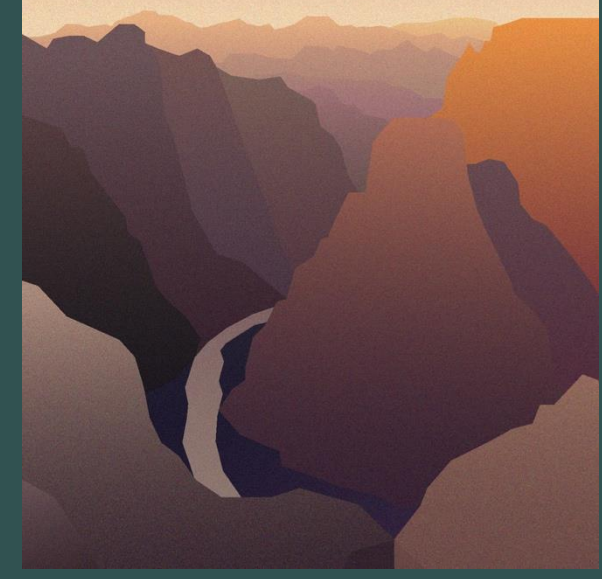
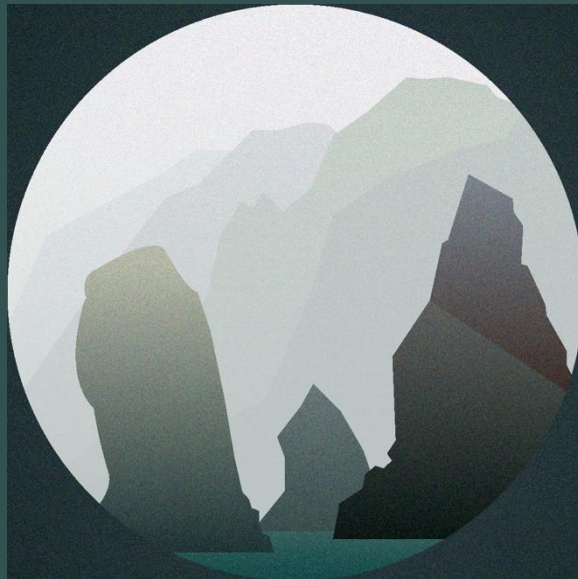
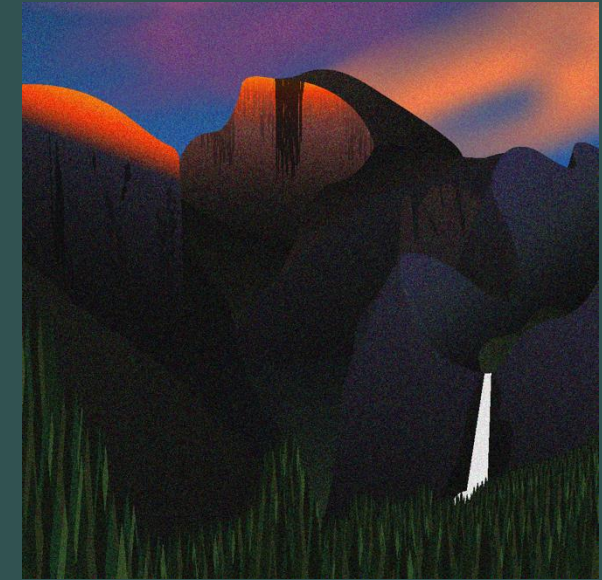
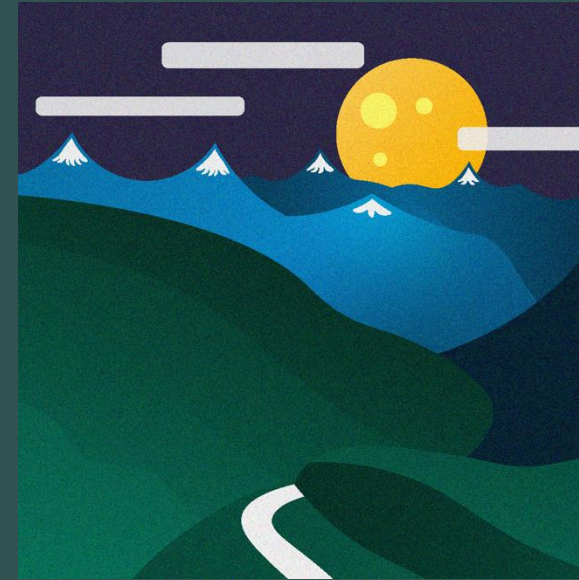
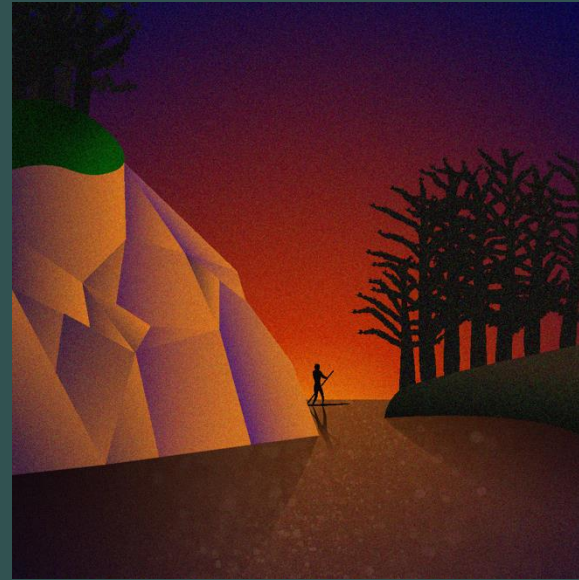
SAMPLE: Strategic Partner Deck for Cambria Solutions

Collaborating with three content experts and the CEO, I completed this project within one month for a pitch meeting that aided in the sale of Cambria Solutions to EY.



(Some slides have been removed for confidentiality reasons as they included financial information)

SAMPLE: National Parks Illustrations Project



SAMPLE: Sales Design & Social Media

I’ve rebranded all the sales materials for 3 different companies and created the branding for 2 companies. I also have brought above industry average engagement rates on social media with 18% engagement and 12% CTR. I’ve also helped businesses increase their social engagement by 300%.



The National Association of REALTORS® has 1.3 million members across the country. Through that robust network, NAR effects big changes in federal, state, and local issues ranging from private property rights to cost recovery (depreciation) periods to local zoning. By having a seat at the table with NAR, CCIM Institute is able to accomplish more to benefit CCIMs nationwide.

LOU NIMKOFF
CCIM, CPM

Principal
BRIO REAL ESTATE

20th Place
Sacramento's Best
Neighborhood to Live In

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Over 20 Top Amenities





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**BarronKent Ventures**
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Big win for our portfolio companies!

We're so excited to give a big shoutout to our portfolio ...more



3 reposts

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Organic Impressions: 290 Impressions Hide results

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290 Impressions	52 Engagements	17.93% Engagement rate
35 Clicks	12.07% Click-through rate	14 Reactions
0 Comments	3 Reposts	

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Let's Create Growth Together



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