

JARED GRAY WEST

OBJECTIVE

I'd like to utilize my skills to advance Purdue University in a management-level communications position that will allow me to apply myself intellectually, creatively, and technically.

EXPERIENCE

2017—present **Network for Computational Nanotechnology** **West Lafayette, IN**

Communications Professional

Communications strategist for research platform with 1.5 million+ global users

- Developed yearly communications plans, branding guidelines, marketing, and social media strategy for a world-wide, cutting-edge nanotechnology platform focused on research, simulation, and education
- Interviewed world-renowned scientists, contributed to and edited monthly nanoHUB newsletter with 30K+ subscribers
- Strategized and implemented creative, informative, and fun social media posts, increasing Facebook followers by 16% and Twitter followers by 27%
- Front line of support: triaged incoming support tickets, worked with technical staff to solve difficult and abstract technical issues, and provided exemplary customer service to users
- Created and implemented plan for technical staff that reduced spam postings by 74%

2013—2017 **Purdue Alumni Association** **West Lafayette, IN**

Director of Web Content and Analytics

Management responsibilities

- Attended and contributed to weekly meetings with all departments across the Purdue Alumni Association, including C-Suite staff, to consult on IT projects
- Facilitated meetings between developers and project managers at national technology companies
- Worked closely with University Development Office (UDO) on data security and transfer topics
- Closely involved with interviewing, selecting, and onboarding new employees

Web Development responsibilities

- Managed www.purduealumni.org web redesign process from requirements gathering to final launch, transitioning site from separate mobile and desktop experiences to responsive design with more frequent content updates
- Spoke at iModules user conference, delivered hour-long presentation on redesign process, with Q&A session afterward

Web Content Management responsibilities

- Worked with Purdue Alumni and Purdue Development Office staff to update web content on a daily basis: homepage news stories, feature articles, and events
- Created e-commerce applications for membership and alumni events responsible for hundreds of thousands of dollars in transactions annually

- Trained staff members and volunteers of varying technical abilities on the use of CMS to create and update department and Alumni club webpages

Application Development responsibilities

- Created, developed, maintained several custom applications, including web-enabled check-in application for Senior Send Off allowing Purdue ID card swipes and Alumni Board voting application

Analytics responsibilities

- Queried databases, pulled, wrangled and formatted membership data for Purdue Alumni staff members, Created Tableau visualizations based on Google Analytics and alumni membership data

Systems Integration responsibilities

- Implemented Purdue Libraries access for alumni: Collaborated with Libraries Department to create authentication and proxy system
- Purdue Alumni mobile app: Set up initial data load of living alumni for application, designed and implemented daily data push/pull for updating records via web services
- Developed connector software to push alumni events to Purdue University calendar
- Tested BoilerToBoiler mobile application, ran testing phases, suggested changes

Technology Coordinator

- Ordered, purchased, and maintained technology equipment for all staff
- Oversaw technology roll-out for new alumni office satellite location in Purdue Memorial Union. Managed activation of network PICs for voice and data, determined needs and ordered new workstations, laptops, and printers. Purchased and configured media server that displays active content wall

Graphic Designer

- Created, designed and coded email templates; Created webpage layouts and templates; Cropped, color corrected, edited photos
- Produced video: animated a talking rabbit for the Boilermaker Ball, created an animated video for Purdue Astronaut Alumni Reunion

Event Participation

- Engaged with university executives, alumni, and students at after-hours events such as the Boilermaker Ball, football games, Senior Send-Off, and Dauch Christmas Open House

2010—2013 Network for Earthquake Engineering Simulation West Lafayette, IN

Technology Professional

Web Development

- Oversaw entire NEEShub redesign project – coded front-end for new site
- Performed fixes and maintenance, developed administrative plug-ins, worked closely with technical staff to implement new features
- Installed, maintained, and extended Learning Management Software (LMS) for online coursework

Management

- Planned and managed activities of undergraduate student developers, helped to build skillsets, and directed workflow
- Delivered presentations at engineering conferences to professional engineers and educators on civil engineering topics

- Developed learning resources for NEEShub (<https://nees.org/resources/5492>)
- Presented at 2013 QuakeSummit Conference in Reno, NV: <https://nees.org/quakesummit2013quicklinks/quakesummit2013eotshowcaselink>
- Assisted with REU (Research Experiences for Undergraduates) summer program: archived research materials, set up LMS courses, administrated learning management system
- Assisted with event planning and setup of yearly conference (QuakeSummit)
- Performed school and trade show demonstrations with wave flume, shake tables, and other educational hardware

Analytics

- Queried, wrangled, and collated datasets for NSF reporting; developed animated graphics to visualize NEES site usage, number of simultaneous projects and research results

Graphic Design

- Created web banners, dynamic images, webpage layouts
- Created videos: NEEShub training shorts and launch commercial—wrote scripts, created assets, directed voiceover and production
- Oversaw process of producing the NEEShub center’s annual report to the National Science Foundation: design, layout, editing, printing
- Created posters (Wave flume, conference presentations, classroom demonstrations)
- Created trade show pull-up banners and display backdrops, giveaways, trinkets (ping-pong balls for use in wave flume, branded flash drives, keychain flashlights, etc.)
- Designed images and layout for professional project documentation, designed and printed Education, Outreach and Training lesson plan booklets

Communications Specialist

- Took on duties of Communications Specialist for one year while center was short-staffed
- Operated social media accounts: YouTube, Facebook, Google+, Twitter
- Hosted “Research to Practice” webinars targeted to professional engineers via WebEx

2008—2010 Hirons & Company Communications Indianapolis, IN

Senior Web Developer/Team Lead

- Managed team of two web developers and two web designers
- Maintained records of team members’ hours spent per client, kept projects on time and under-budget, wrote scopes of work and created cost estimates for new business
- Hired and fired web developers, mentored junior developers
- Lead team meetings between clients and Hirons account managers
- Utilized HTML, CSS, Javascript, PHP, and ASP to create and maintain multiple award-winning websites. Created web surveys and e-Newsletters for clients such as the Indianapolis Indians, Indy Tennis Championships, and The Villages Adoption Agency. Utilized Adobe Flash to create interactive web advertisements placed nationally through sites such as Yahoo.com

2007—2008 Main-1-Media, LLC Indianapolis, IN

Web Developer

- Utilized HTML, CSS, Javascript, and PHP to create interactive websites for dozens of clients.
- Installed and configured CMS solutions to allow client website management and updates
- Created page templates for content layout, designed and modified graphics for the web
- Developed and ran cross-browser testing on sites to ensure compatibility with popular web browsers and platforms, created and coded email layouts

2001—2007 MSD Washington Township Indianapolis, IN

Webmaster/Technician

- Responsible for all web operations of the district
- Designed and created new school and classroom utilizing HTML, ASP, and Javascript
- Administered Windows 2000 Advanced Server/IIS, troubleshooting of email and LAN issues
- Researched and suggested technology solutions to MSDWT Director of Technology
- Collaborated with elementary, middle, and high school stakeholders and public clients to determine current and future needs
- Produced video presentations and slide shows for building display monitors and the web
- Managed district technology professional development program and related webpages
- Taught and organized web design and development workshops for teachers and staff
- Administered district-wide Novell network for file-sharing
- Built a “paperless office” solution for the MSDWT board of education

EDUCATION

1996—2001 Purdue University West Lafayette, IN

- Bachelor of Science degree in Computer Graphics Technology

TRAINING

- Edward Tufte’s Information Design seminar (2011)
- Attended the “QuakeSummit”: the Network for Earthquake Engineering Simulation’s user conference in 2010, 2011, 2012, and 2013
- American Marketing Association Search Engine Optimization (SEO) conference (2012)
- iModules “Sizzler”: Alumni development CMS conference (2014, 2015, 2016) (presenter 2016)
- CASE Conference for Media Relations Professionals (2018)

INTERESTS

Programming homebrew games for the Atari 2600, hobby electronics, writing fiction, antiques

VOLUNTEER WORK

Tippecanoe County Historical Association: currently assisting the Curator of Collections with cataloging: photographing, researching, handling, and describing fragile historical artifacts