

# JARED GRAY WEST

WWW.GRAYWEST.COM • GRAYWEST@GMAIL.COM • (317) 796-0189 • PRONOUNS: HE/HIM

## OVERVIEW

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Communications, media, advertising, and marketing strategist ▪ Information technology expert  
Idea generator ▪ Seasoned leader ▪ Proud Boilermaker ▪ Life-long learner and Renaissance man

## EXPERIENCE

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**2017—present**    **Network for Computational Nanotechnology**

**West Lafayette, IN**

### *Communications Professional*

Communications strategist for [nanoHUB](#), a renowned research platform with 1.6 million+ global users

- Supported communications needs with skilled and creative design techniques, concise and informative writing, and scientific user community interaction and guidance
- Oversaw the development, implementation, maintenance, and evaluation of NCN's overall communications strategy. 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
- Led public relations functions for the Network for Computational Nanotechnology, including media outreach. Interviewed world-renowned scientists, wrote articles for and edited monthly nanoHUB newsletter; increased subscriptions from 20K to 30K+
- Strategized and implemented creative, informative, and fun social media posts, increasing Facebook followers by 26% and Twitter followers by 37%
- As technical liaison for scientific user community, managed front line of support: triaged incoming support tickets, worked with development team to solve difficult and abstract technical issues, and provided exemplary customer service to users
- Gained buy-in, created and iterated on plans to be implemented by technical staff that eliminated spam postings and reduced errors during monthly upgrade process
- Oversaw and implemented the development of a new, consistent look and feel for nanoHUB branding and communications as the research center moved away from federal grant money and in the direction of a self-sustaining company

**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](http://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 University Development Office staff to write and 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, and maintained multiple 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

- Determined needs, 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 to display the 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

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**Purdue University, West Lafayette campus**

- Bachelor of Science degree in Computer Graphics Technology
- Master of Science degree in Technology Leadership and Innovation (candidate); anticipated completion in May, 2022

TRAINING HIGHLIGHTS

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- Edward Tufte's Information Design / Analytics seminar
- QuakeSummit: the Network for Earthquake Engineering Simulation's user conference in 2010, 2011, 2012, and 2013
- American Marketing Association Search Engine Optimization (SEO) conference
- iModules "Sizzler": Alumni development CMS conference (2014, 2015, 2016) (presenter 2016)
- CASE Conference for Media Relations Professionals
- Certification in Human Subjects Research for Social Behavioral Investigators and Key Personnel
- Certification in Responsible Conduct of Research for Faculty, Postdoctoral, and Graduate Students

INTERESTS

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

VOLUNTEER WORK

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Tippecanoe County Historical Association: I currently assist the Curator of Collections with cataloging which includes photographing, researching, handling, and describing fragile historical artifacts.

Purdue Athletes Life Success (PALS) camp: I administer and update the camp's Wordpress website and social media channels, including writing content, suggesting marketing strategies, and developing digital videos. PALS is a free summer camp for children ages 8-14 whose family incomes are at or below federal poverty guidelines.