JARED GRAY WEST

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OVERVIEW

Communications, media, marketing, and web strategist ▪ Video production expert ▪ Project manager
Educator ▪ Seasoned leader ▪ Proud Boilermaker ▪ Life-long learner

EXPERIENCE

2021—current   Student Life Marketing   **West Lafayette, IN**

Senior Communication Strategist

Student Life at Purdue University fosters student success through learning opportunities inside and outside of the classroom, focusing on co-curricular education and leadership development as integral parts of the Purdue experience.

- Collaborate with twelve departments, including University Residences, Purdue Dining & Culinary, and Student Activities and Organizations, within Purdue Student Life to promote education and engagement opportunities for students and the Purdue community
- Create and implement marketing and communications planning to drive business and revenue growth, including developing both long and short term goal-based plans for departments
- Ensure that all marketing and communication efforts are brand-consistent and on strategy for the Division of Student Life and Purdue University
- Use data and analytics to devise strategy for incoming marketing projects, manage and work collaboratively with the Student Life Marketing team as a whole to guide projects to completion
- Assist with overflow projects including drafting and developing email, social media posts, web updates and planning, digital graphics, and marketing print pieces
- Lead meetings and directly manage team members, including student interns, to motivate results and coach staff development
- Project management and scheduling of work products

2017—2021   Network for Computational Nanotechnology   **West Lafayette, IN**

Strategic Communications

Served as a communications strategist for [nanoHUB](), a world-renowned research and education platform with 1.9 million+ users, operated by the Network for Computational Nanotechnology at Purdue's Discovery Park.

- Managed communications projects with skilled and creative design techniques, concise and informative writing, and 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 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 45K+
- Developed and maintained webpages on nanoHUB.org using HTML, CSS, and JavaScript. Managed CMS and served as site super-administrator. Wrote and created new web content, including graphics, in accordance with WCAG 2.0 accessibility guidelines
- Managed technical implementation of Salesforce CRM, Social Studio, and Marketing Cloud; developed and wrote content for marketing campaigns using the new system

- Strategized and implemented creative, informative, and fun social media posts
- As technical liaison for scientific user community, managed front line of support: triaged incoming support tickets, collaborated with development team to solve difficult and abstract technical issues, and provided exemplary customer service to users
- Strategized and implemented ideas and communications for nanoHUB's outreach and education program
- Managed and implemented the development of a new, consistent look and feel for nanoHUB branding and communications

2013—2017   Purdue Alumni Association   West Lafayette, IN

Director of Web Content and Analytics
- Attended and contributed to weekly meetings with all departments across the Purdue Alumni Association, including C-suite staff, in order to develop organizational vision and strategy
- 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
- Collaborated 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 and other technology solutions to update department and alumni club webpages, send email newsletters, and more
- Managed www.purduealumni.org web redesign project from requirements gathering to final launch, transitioning site from separate mobile and desktop experiences to responsive design with more frequent and dynamic content updates
- Spoke at iModules user conference, delivered hour-long presentation on redesign process, with Q&A session following
- Created, developed, and maintained multiple custom applications and associated databases, including web-enabled check-in application for Senior Send Off allowing Purdue ID card swipes and Alumni Board voting application
- Queried databases, pulled, wrangled and formatted membership data for Purdue Alumni staff members, created Tableau visualizations based on Google Analytics and alumni membership data
- Managed technology roll-out project for new alumni office satellite location in Purdue Memorial Union. Oversaw 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
- Created, designed and coded email templates; Created webpage layouts and templates; Cropped, color corrected, edited photos
- Produced videos: animated a talking rabbit for the Boilermaker Ball, created an animated video for Purdue Astronaut Alumni Reunion

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

Education, Outreach, and Training
- Educated, planned and managed activities of undergraduate student developers and content creators, helped to build skillsets, and directed workflow
- Delivered presentations at engineering conferences to professional engineers and educators on civil engineering and computational simulation topics
- Developed learning resources for NEEShub (https://nees.org/resources/5492)
- Delivered engaging presentation at 2013 QuakeSummit Conference in Reno, NV:

https://nees.org/quakesummit2013quicklinks/quakesummit2013eotshowcaselink

- Assisted with event planning and operation of yearly conference (QuakeSummit)
- Wrote and edited content, including annual reports, print, and web
- Operated social media accounts: YouTube, Facebook, Google+, Twitter
- Hosted "Research to Practice" webinars targeted to professional engineers via WebEx
- Created videos: NEEShub training shorts and launch commercial—wrote scripts, created assets, directed voiceover and production
- Managed process of producing the NEEShub center's annual report to the National Science Foundation: design, layout, editing, printing
- Created posters, 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
- Managed entire NEEShub redesign project and coded front-end for new site
- Performed fixes and maintenance, developed administrative plug-ins, worked collaboratively with technical staff to implement new features
- Installed, maintained, and extended Learning Management Software (LMS) for online coursework
- Queried, wrangled, and collated datasets for NSF reporting; developed animated graphics to visualize NEES site usage, number of simultaneous projects and research results

2008—2010   Hirons & Company Communications   Indianapolis, IN

Senior Web Developer/Team Lead
- Managed team of web developers and graphic 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, managed web development projects
- Hired and mentored web 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
- Worked collaboratively with graphic designers, account executives, and video production specialists on complex campaigns

2001—2007   MSD Washington Township   Indianapolis, IN

Webmaster/Technician
- Responsible for managing all web operations of the district

- Designed and built new school and classroom websites, wrote engaging content
- 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
- Operated district technology professional development program and related website
- Taught and organized web design and development courses for teachers and staff
- Administered district-wide Novell network for file-sharing
- Built a paperless office solution for the MSDWT board of education

EDUCATION

Purdue University, West Lafayette campus

- Bachelor of Science degree in Computer Graphics Technology
- Master of Science degree in Technology Leadership and Innovation

TRAINING HIGHLIGHTS

- Big 10 Housing Conference – marketing cohort
- Google certificate in Digital Marketing
- Social Media Law microcredential – Purdue Global
- CASE Conference for Media Relations Professionals
- Edward Tufte's Information Design / Analytics seminar
- American Marketing Association Search Engine Optimization (SEO) conference
- iModules CRM "Sizzler": Alumni development conference (2014, 2015, 2016) (presenter 2016)
- QuakeSummit: the Network for Earthquake Engineering Simulation's user conference in 2010, 2011, 2012, and 2013
- Certification in Human Subjects Research for Social Behavioral Investigators and Key Personnel

INTERESTS

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

VOLUNTEER WORK

Member of Lafayette Civitan club: Civitan International is a global organization impacting lives at the grass roots level through local service clubs. Members of Civitan share a desire to create positive change for people with intellectual and developmental disabilities.

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

Purdue Athletes Life Success (PALS) camp: Administered and updated the camp's WordPress website and social media channels, including writing content, suggesting communications 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.

I have created donor-centric marketing videos for a number of campus partners, including the Purdue President's Council and the Purdue Autism Research Center.