

Qualifications Summary

Visionary and results-driven leader with dynamic experience in driving institutional growth and enhancing brand reputation through strategic communication, digital innovation, and cross-functional team leadership.

Skilled in managing cross-functional teams to produce targeted campaigns that increase student / alumni engagement, generate revenue, and uphold brand integrity. Expert in harnessing data visualization, targeted social media strategies, and strategic content development (including video) to support educational initiatives and expand institutional reach. Demonstrated excellence in cultivating learning opportunities and facilitating professional development through program management, CMS training, and workshop presentations. Instrumental in orchestrating cross-departmental communication strategies, amplifying digital presence, and fostering alignment with institutional objectives.

Core Competencies

- University Communications Strategy
- Digital Engagement & Educational Outreach
- Data-Driven Decision Making
- Strategic Content Development
- Project Management
- Strategic Data Analysis
- Team Building & Leadership
- Strategic Planning & Execution
- Critical Thinking & Problem-Solving

Career Experience

Purdue University, Student Life Marketing, West Lafayette, IN

2021 – Present

Senior Communication Strategist

Ensure brand consistency and strategic alignment in all marketing and communication initiatives across the Division of Student Life and Purdue University. Leverage data and analytics to formulate strategies for upcoming marketing projects, while coordinating with the Student Life Marketing team to streamline project execution and drive completion. Lead meetings and directly manage team members, including interns, fostering motivation, skill development, and results-driven performance. Oversee project management and work product scheduling, maintaining timelines and ensuring high-quality output across all marketing efforts.

- Expanded reach through overflow tasks, producing video, social media content, digital graphics, and print materials.
- Enhanced student and community engagement by coordinating initiatives with 14 Purdue Student Life departments, including University Residences and Purdue Dining & Culinary.
- Drove revenue growth and supported departmental objectives by developing marketing and communications strategies, focusing on long- and short-term goal-based plans.

nanoHUB, Network for Computational Nanotechnology, West Lafayette, IN

2017 – 2021

Communications Strategist

Strengthened nanoHUB's digital presence through strategic content creation on nanoHUB.org, ensuring accessibility compliance with WCAG 2.0 guidelines and managing technical aspects using HTML, CSS, and JavaScript. Optimized CRM and marketing efforts by managing Salesforce CRM, Social Studio, and Marketing Cloud, crafting targeted content that improved user outreach and engagement. Elevated nanoHUB's brand consistency by implementing a cohesive look and feel across all communications and branding efforts.

Jared Gray West

- Improved user support experience by resolving complex technical issues with development team and delivering exceptional service.
- Increased visibility for the Network for Computational Nanotechnology through effective media outreach / strategic communications.
- Expanded newsletter subscription base from 20K to 45K+ by leading public relations functions, interviewing renowned scientists, and producing engaging content for the monthly nanoHUB newsletter.
- Enhanced user engagement on nanoHUB's platform by developing strategic yearly communications plans, branding guidelines, and tailored social media campaigns for a 1.9 million+ user base.

Purdue Alumni Association, West Lafayette, IN

2013 – 2017

Director of Web Content and Analytics

Shaped organizational vision and strategy by actively contributing to weekly cross-departmental meetings with Purdue Alumni Association and C-suite staff. Elevated staff proficiency by training them in CMS and technology use, enabling seamless updates to department and alumni club webpages and email newsletters. Strengthened alumni engagement through speaking at iModules user conference; presented hour-long session on website redesign process. Supported launch of new alumni satellite office by overseeing network and equipment setup, including workstation, laptop, and printer configurations, and activating media displays for an interactive content wall.

- Increased transaction efficiency by developing e-commerce applications for membership and alumni events and handling hundreds of thousands of dollars in annual transactions.
- Enhanced website engagement through leading the redesign of www.purduealumni.org; transitioned to responsive design with dynamic content updates and a unified mobile/desktop experience.
- Improved data accessibility for Purdue Alumni staff by querying and formatting membership data, producing insightful Tableau visualizations from Google Analytics and alumni data.
- Streamlined digital communications by designing and coding email templates, creating webpage layouts, and editing multimedia content such as photos and video for alumni events.

Network for Earthquake Engineering Simulation, West Lafayette, IN

2010 – 2013

Education, Outreach, and Training Specialist

Strengthened student development and workflow management by educating, planning, and supervising undergraduate developers and content creators. Ensured comprehensive reporting by managing the design, editing, and printing of the NEEShub center's annual report to the National Science Foundation. Streamlined NEEShub's online experience by managing and coding the front-end redesign, coordinating with technical staff to integrate new features, and maintaining site functionality. Supported educational outreach by installing, maintaining, and enhancing Learning Management Software (LMS), facilitating accessible online coursework.

- Boosted visibility at the 2013 QuakeSummit Conference by delivering an impactful presentation and assisting with event planning.
- Expanded NEEShub's digital reach by managing social media across multiple platforms, including YouTube, Facebook, and Twitter.
- Delivered professional development webinars like "Research to Practice," by connecting engineers with valuable insights via WebEx.
- Increased professional engagement by delivering civil engineering / computational simulation presentations at engineering conferences.
- Enhanced NEEShub's learning resources by developing educational materials, including featured on the NEEShub platform; expanded access to civil engineering and simulation resources.
- Improved visual learning by producing NEEShub training videos, writing scripts, and managing production for educational materials.
- Increased brand recognition through creative design work, including posters, trade show materials, and educational trinkets.
- Enhanced data visualization for NSF reporting by collating datasets and developing animated graphics to communicate site usage.

Jared Gray West

Additional Experience

Senior Web Developer/Team Lead, Hirons & Company Communications Indianapolis, IN

Web Developer, Main-1-Media, LLC Indianapolis, IN

Webmaster/Technician, MSD Washington Township Indianapolis, IN

Education

Master of Science degree in Technology Leadership and Innovation, Purdue University, West Lafayette Campus

Bachelor of Science degree in Computer Graphics Technology, Purdue University, West Lafayette Campus

Professional Training

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

Volunteer Work

Lafayette Civitan Club

Tippecanoe County Historical Association

Purdue Athletes Life Success (PALS) Camp

Purdue University (President's Council and Autism Research Center)