Kyle Schmidt

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Work Experience

Lane Community College *Eugene, Oregon*

WEB TEAM LEAD, MARKETING & CREATIVE SERVICES *Jul. 2018–Present*

- Help ensure compliance with brand guidelines across college web properties including the catalog, library, and athletics websites.
- Created and reviewed RFPs and responses. Drafted RFPs including a website redesign and a new CRM platform with integrated admissions application.
- Developed retention telemarketing campaigns and supporting call tracking systems.
- Coordinated with outside marketing agencies to improve campaign performance tracking, launch landing pages concurrently with campaigns, and monitor social media.
- Originated a project to rework program pages, including template development, copywriting, and keyword research. Reworked programs have seen considerable increases in organic search traffic: 47.4% for Accounting, 37% for Computer Programming, and a 20% increase for Dance.
- Created a returning student retention email campaign as part of an effort to encourage students to register earlier, and cancel fewer classes. The campaign generates thousands of clicks annually.
- Assisted with emergency communications, including as a member of the Spring 2020 COVID-19 response team.
- Administer the CRM Platform, InfusionSoft. Perform end of term maintenance, evaluate campaign effectiveness, provide end-user support. Currently implementing TargetX, a Salesforce based CRM and admissions application.
- Currently leading the redesign of the college's website, including managing the vendor relationship, assigning and prioritizing work, drafting and redeveloping content, and communicating with campus on progress and roll-out plans.

WEB DEVELOPER, INFORMATION & ACADEMIC TECHNOLOGY *Jul. 2011–Jul. 2018*

- Modernized the Banner 8 self-service environment and admissions application through the addition of custom CSS and JS.
- Developed a lightweight data dashboard as part of early attempts to improve campus access to data.
- Rapidly developed a D3 & Python radar chart web application as part of a successful grant application.
- Helped the college select, purchase, and implement its first Customer Relations Management (CRM) platform. Developed the initial communications plans, wrote campaign copy, and developed the specification for Banner integration.
- Performed LAMP stack development, performed security testing, and applied updates to systems as needed.
- Modified templates and provided recommendations for knowledgebase development, winning the Spring 2015 League for Innovation award.
- Oversaw the implementation of the college's first digital map, using Concept3D. Developed virtual tours within the map platform.
- From 2012–2015, served as co-coordinator of a student staffed, in-house graphic design and digital media center. The center grew to be so successful that it was expanded, and a new position was created to supervise its work.
- Led the migration of the college's 17,000 page Dreamweaver/Contribute based website to a 4500 page, Drupal 7 based site. Selected the CMS; developed infrastructure for page migration, eliminating the need for a site-wide content freeze; created mobile and tablet website designs; completed front and back-end development; determined server architecture; and performed both usability and functional testing. This work led to winning the May 2013, Classified Employee of the Month.

Montgomery County Public Schools *Montgomery County, Maryland*

HIGH SCHOOL COMPUTER SCIENCE TEACHER *Sep. 2005–Jun. 2011*

- Taught courses on programming in Python and C++, web design, Microsoft Office certification, and Cisco Networking Academy courses CCNA and A+ certification preparation.
- Developed a PHP based web application to collect and assist in grading student programming assignments.
- Created a PHP based online textbook web application, then used it to write and host my own free textbook for my course.
- Administered an internal web server.
- Developed Bash and Perl scripts for use by the Novell systems administrator
- Created and supervised a teaching student helpdesk, where students would respond to employee tickets as part of assessment to promote learning and decrease IT response times.

Campus Service

2018–Present   College Council   Serve as one of two representatives to College Council from the Classified Employee group. Review, make recommendations on, and approve recommended new or revised college policies. Have served as chair since the start of the 20-21 academic year, developing workplans in conjunction with college leadership, preparing reports for the Board of Education, and helping to facilitate effective governance at the college.

2017–Present   Student Affairs Council   Review and draft Student Affairs related policies for the college. From September 2018 to September 2020, served as council chair, developing annual council workplans, and conducting council business. Successfully led the review of every assigned council policy, and introduced several needed new college policies.

2020–Present   Strategic Planning Steering Committee   Review survey and focus group results. Provide feedback on and help to draft elements of the college's five-year strategic plan.

2017–Present   Welcome Day Planning Team   Helped develop and implement the college's new student welcome event. Developed a registration and check-in system, drafted copy for the email reminder campaign, reviewed video scripts, reviewed and approved event collateral, staffed the event, and assisted with setup and teardown.

2019–2021   Governance Implementation Team   Worked with representatives of management, students, and the campus bargaining groups to implement governance system changes.

2018–2019   LCC Employee Federation Constitution Committee   Chaired the classified union committee responsible for successfully comprehensively reviewing and revising a 20-year-old union constitution. Successfully passed 19 amendments, bringing the constitution into compliance with affiliate standards.

2018–2019   Governance Redevelopment Subcommittee   Worked with a small team of bargaining group leadership and the Provost to review, evaluate, and draft recommendations on substantially revising the college governance system.

2013–2018   Technology Council   Served as an at-large member reviewing and creating technology related college policies. Developed the college's current student and employee communications policies, a process which included research, drafting policy, consulting counsel, and negotiating policy with bargaining unit representation.

2015–2017   Achieving the Dream Data Team   Worked to improve the college's ability to work with data, as part of best practices recommended by Achieving the Dream. Reviewed and sent a weekly data visualization communication to campus. Developed data visualization tools for campus use.

2014–2015   Strategic Enrollment Management Team   Worked with a team of admissions, marketing, and student affairs staff to help the college draft its first ever Strategic Enrollment Management Plan. Served on both the student recruitment and student retention subcommittees.

Education

Western Governors University

Master of Business Administration

- Completed a capstone project on improving the new student onboarding process in order to improve retention and completion outcomes.

Gettysburg College

Bachelor of Arts. Computer Science and Psychology, double major

- Completed an independent study on using genetic algorithms in optimization problems.
- Conducted research using fMRIs to study brain activation changes in a grapheme-color synaesthete, resulting in a poster presentation at Society for Neuroscience.

Technical Skills

Proficiency   Google Analytics, WCAG 2.0 A/AA, Drupal, InfusionSoft/Keap, Linux (Ubuntu, Fedora/CentOS), Git, JavaScript, Python, MySQL, Bash, PHP, HTML, SCSS/CSS, Mailchimp, Word, Excel, Powerpoint

Familiarity   Softdocs development, Concept3D, CampusLabs Engage, Banner WebTailor, Wordpress, Django, Perl, Apache, Varnish, nginx, LaTeX