Kyle Schmidt

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Summary

Experienced web developer and digital communications strategist, with a history of completed projects that have delivered results. Passionate about providing higher education opportunities to disadvantaged populations, especially through improving accessibility.

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 like a new digital catalog and the athletics site redesign.
- Administer the CRM Platform, InfusionSoft. Perform end of term maintenance, evaluate campaign effectiveness, provide end-user.
- 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 the 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. While not yet complete, reworked programs have seen considerable increases in organic search traffic: 47.4% for Accounting, 37% for Computer Programming, and a 20% increase for Dance.
- Currently leading the redesign of the college's website. Despite a pandemic and historic forest fires since the project start, have kept the project on time and on budget, for an anticipated early 2021 launch.
- 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.

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. Developed virtual tours within the map platform, and later integrated it with the CMS.
- 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 CCNA and A+ Certification Preparation courses as part of the Cisco Networking Academy, as well as courses on programming in Python, C++, web design, and Microsoft Office certifications.
- 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

2019–Present   **Governance Implementation Team:** Work with representatives of management, students, and the campus bargaining groups to implement governance system changes.

2019–Present   **Guided Pathways Student Communication & Engagement Team:** Work with a cross-functional team to analyze and improve campus student communications as part of broader efforts implementing Guided Pathways.

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.

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.

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, CampusLabs Engage, Banner WebTailor, Wordpress, Django, Perl, Apache, Varnish, nginx, LaTeX