

Jayson Peters

jaysonpeters@outlook.com

Personal Summary

Digital storyteller with deep experience in website management, public outreach and news editing. Attention to detail, talent for content curation, proofreading and polishing. Passionate about WordPress and digital publishing. Values consistency and creativity.

Specialties & Skills

Information design
Social media management
Writing and rewriting copy
Productivity software

Project management
SEO and news writing
Proofreading/copy editing
Coaching/Documentation

Troubleshooting
WordPress/HTML/CSS
Content management
UX research and design

Experience & Accomplishments

IEM

Webmaster/Designer – August 2020 – present

Maintaining WordPress and other websites as well as email newsletters and infographic assets for the Program Executive Office, Assembled Chemical Weapons Alternatives as part of a public-private partnership that safely destroyed the last declared chemical weapons stockpile.

Public Outreach Specialist – February 2019 – August 2020

Content creation – including articles, short-form videos and social media posts – for the Pueblo Chemical Stockpile Outreach Office as part of an innovative public-private partnership committed to safely destroying the remaining United States chemical weapons stockpiles.

PRODUCTION MANAGER, COLORADO PUBLISHING HOUSE – August 2018 – February 2019

Overseeing process, product and personnel across the entire company (Colorado Springs Independent, Colorado Springs Business Journal, The Transcript, Colorado Springs Military Newspaper Group – Fort Carson Mountaineer, Peterson Space Observer, Schriever Sentinel – and launching a hyperlocal community newspaper in a “news desert” in Colorado Springs, the Southeast Express. Specific duties included: IT support; communication with printers on quality control as well as quoting and scheduling all print products; acting as point of contact for staff

scheduling; publication and special section design; maintaining WordPress websites, managing WooCommerce paywall and circulation access, building and managing digital ad creatives.

DIGITAL EDITOR/MEDIA DIRECTOR, THE PUEBLO CHIEFTAIN – November 2011 – May 2018

Coordinating digital development in the newsroom. Overseeing website redesigns and development of native applications and web apps for mobile devices and tablets. Spurring staff development in areas of social media engagement and multimedia production. Managing email marketing campaigns for daily deals and newsletters. Launching paid subscription models for online content. Editing and paginating Pueblo Events, a total-market weekly print publication using reverse-published, user-generated content. Recruiting and managing FTEs as needed.

AT THE PUEBLO CHIEFTAIN, I DIRECTED YEAR-OVER-YEAR IMPROVEMENT:

Uniques: UP 10% Visits: UP 22%

Pageviews: UP 57% Bounce rate: DOWN 84%

NERDVANA MEDIA: Owner/Publisher/Editor/Blogger – August 2007 – present

Co-created and maintained the award-winning pop culture blog Nerdvana at the East Valley Tribune in 2007. Acquired it and spun it off as an independent venture in 2016. Generating content, coordinating and editing a far-flung network of bloggers and advertisers, while promoting, maintaining and optimizing a venerable and popular blog site.

PUEBLO COMMUNITY COLLEGE

Adjunct Faculty, part time – August 2013 – present (seasonal)

Taught beginning web design to diverse students. Created and maintained syllabi, class calendar and lesson plans. Provided regular assessment data for institutional accreditation. Earned accreditation and re-accreditation, and completed Workplace Answers staff training.

Curriculum Developer – March-May 2017

Contracted to develop course content for a new class in content management systems (WordPress). Frequent use of Desire2Learn (D2L) Learning Management System (LMS)

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Faculty Associate – January 2010 - December 2011

Taught Online Media at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University's downtown Phoenix campus

EAST VALLEY (AZ) TRIBUNE – 1998-2011: Web Editor, Page Designer, Editorial Assistant

More experience and accomplishments listed at jaysonpeters.com

Education

GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

2025 Course Certificates Completed: Foundations of User Experience (UX) Design; Start the UX Design Process: Empathize, Define, and Ideate; Build Wireframes and Low-Fidelity Prototypes; Conduct UX Research and Test Early Concepts; Create High Fidelity Designs and Prototypes in Figma; Build Dynamic User Interfaces (UI) for Websites; Design a User Experience for Social Good

GOOGLE PROJECT MANAGEMENT SPECIALIZATION

2024 Course Certificates Completed: Project Execution (Running the Project); Agile Project Management; Capstone (Applying Project Management in the Real World); Project Planning (Putting It All Together); Project Initiation (Starting a Successful Project); Foundations of Project Management

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION (ASU)

Bachelor of Arts (B.A.), Journalism

Activities and Societies: ASU State Press newspaper (education, law enforcement, culture magazine)

PHOENIX COLLEGE

Associate of Arts (A.A.), Classical and Ancient Studies, Latin

Activities and Societies: Meriadoc Society, Padriac Meriadoc Hill Memorial Scholarship to ASU

Honors & Awards

2018 SPJ regional Top of the Rockies Excellence in Journalism Award,
First Place, General Website Excellence, Chieftain.com

2017 Better Newspaper Contest recipient, Best Website-Daily (Chieftain.com)

(**2017** second-place videos in multimedia and breaking news video categories)

Southern Colorado Press Club president, **2016-2018, 2024-2025** (board member **2015-19**)

2016-17 part-time faculty of the month, Pueblo Community College

2015 Southern Colorado Press Club Media Excellence award for electronic media

2014 Knight-Cronkite Alumni Innovation Grant

2011 and **2012** Arizona Press Club first-place Best Features Blog (Nerdvana) (**2010** second)

Named one of '100 Geeks You Should Be Following on Twitter' by Wired Magazine (**2009-10**)

References & Recommendations

AMANDA CONNER - Johns Hopkins University Applied Physics Lab, Communications Strategist for the CIO, mandy.conner17@gmail.com, 540-360-5984

REGAN FOSTER - Central Michigan University, Director of Student Media, prof.regan.foster@gmail.com, 719-313-8134 mobile

TRACEY MATTOON-AMOS - Denver Art Museum Operations, tmattoonamos@denverartmuseum.org, 719-214-7496 mobile

JAMES B. RIDGELY - Leidos, Senior Program Manager, james.b.ridgely@leidos.com, 443-402-9280 office, 443-528-5034 mobile

More references and recommendations at
www.linkedin.com/in/jaysonpeters
