

# JAYSON PETERS

Pueblo West, Colorado | [LinkedIn](#) | [jaysonpeters.com](#)

## Digital Web & Product Leader | Journalism + Technology

**WordPress • HTML/CSS • UX • Project Management • Audience Growth**

Digital communicator and web project manager with experience leading high-traffic websites, driving newsroom digital transformation, and building community-centered publishing platforms. Deep expertise in WordPress, HTML/CSS, and information design, delivering responsive, accessible builds and rebuilds that fuel measurable audience growth. Formally trained in agile project management and UX design, blending editorial instinct, technical precision, and calm, decisive leadership under pressure. Equally strong in leading cross-functional initiatives or engaging in hands-on development and optimization. Committed to creating trustworthy digital products that inform, empower, and strengthen communities.

**Information Design & Visual Hierarchy | Social Media Strategy & Management | Copywriting & Content Editing | Productivity & Collaboration Tools | Digital Project Management | SEO-Friendly News Writing | Proofreading & Copy Editing | Coaching, Training & Documentation | Technical Troubleshooting & Problem Solving | WordPress Development | HTML/CSS | Content Management Systems (CMS) | UX Research & User-Centered Design**

## PROFESSIONAL EXPERIENCE

**IEM** **Feb 2019 – Present**

### Webmaster & Designer (Aug 2020 – Present)

- Manage websites, newsletters, and infographic assets for the Program Executive Office, Assembled Chemical Weapons Alternatives, as part of a public-private partnership that achieved the safe destruction of the last declared chemical weapons stockpile.
- Preserved client trust and ensured compliance by rebuilding a WordPress site to meet U.S. Army security and accessibility standards.
- Sustained and grew audience engagement during program drawdown by leading social content development and experimentation with a lean team.

### Public Outreach Specialist (Feb 2019 – Aug 2020)

- Advanced public awareness and engagement by creating articles, short-form videos, and social media content for the Pueblo Chemical Stockpile Outreach Office, supporting the safe destruction of the U.S. chemical weapons stockpiles.

## COLORADO PUBLISHING HOUSE

**Aug 2018 – Feb 2019**

### Production Manager

- Expanded community access to local journalism by launching the Southeast Express, a hyperlocal newspaper in a Colorado Springs “news desert.”
- Ensured seamless operations across six publications by overseeing IT support, staff scheduling, print production quality, and project timelines.
- Increased digital engagement and revenue by maintaining WordPress sites, managing WooCommerce paywalls, and building/managing digital ad creatives.
- Delivered visually engaging content across print and digital platforms by contributing to publication and special section design and coordinating printers, quality control, and scheduling.

## THE PUEBLO CHIEFTAIN

**Nov 2011 – May 2018**

### Digital Editor & Media Director

- Drove digital audience growth at the Pueblo Chieftain, increasing unique visitors by **10%**, total visits by **22%**, pageviews by **57%**, and reducing bounce rate by **84%** year-over-year.
- Expanded revenue and engagement by launching paid subscription models and managing email marketing campaigns for daily deals and newsletters.
- Enhanced digital and mobile presence by coordinating website redesigns and developing native applications and web apps for mobile devices and tablets.
- Boosted staff capability and content quality by mentoring newsroom personnel in social media engagement and multimedia production.

- Directed print production and content strategy for Pueblo Events, a total-market weekly publication, using reverse-published, user-generated content.
- Built and managed teams by recruiting and supervising full-time employees to support digital and print initiatives.

## NERDVANA MEDIA

Aug 2007 – Present

### Owner, Publisher, & Editor

- Co-created an award-winning pop-culture blog at the East Valley Tribune in 2007, establishing a respected platform for entertainment journalism.
- Transformed Nerdvana into a self-sustaining independent brand in 2016, maintaining long-term audience engagement and advertiser support.
- Ensured continuous, high-quality content publication by generating original posts and recruiting and coordinating a distributed network of volunteer bloggers, movie reviewers, and content creators.
- Optimized site performance and visibility, managing promotion, maintenance, and WordPress customization to sustain readership and enhance brand presence.

## TEACHING & ACADEMIC EXPERIENCE

### PUEBLO COMMUNITY COLLEGE

Aug 2013 – Present (Seasonal)

#### Adjunct Faculty – Web Design

- Enabled successful accreditation and re-accreditation by designing and delivering an accredited introductory web design curriculum for diverse student populations.

#### Curriculum Developer (Contract) (Mar – May 2017)

- Designed and delivered curriculum for a new WordPress CMS course, leveraging the Desire2Learn (D2L) learning management system to support scalable, accredited instruction.

### ARIZONA STATE UNIVERSITY

Jan 2010 – Dec 2011

#### Faculty Associate – Online Media

- Taught Online Media at Arizona State University's Walter Cronkite School of Journalism and Mass Communication.

## EDUCATION & CERTIFICATIONS

**Bachelor of Arts in Journalism**, Arizona State University

**Associate of Arts, Classical & Ancient Studies (Latin)**, Phoenix College

**Google UX Design Professional Certificate** (2025)

- UX research and design foundations; wireframing and prototyping; usability testing; high-fidelity UI design in Figma; responsive and accessible web interfaces; social-impact design projects.

**Google Project Management Certificate** (2024)

- End-to-end project lifecycle management, including initiation, planning, execution, Agile methodologies, stakeholder communication, and real-world capstone delivery.

## TECHNICAL SKILLS

**Web & Front-End Development:** WordPress, HTML, CSS, Dynamic HTML, Web Development/Design/Standards, Figma

**Adobe Creative Suite:** Photoshop, InDesign, Illustrator, Premiere Pro, InCopy, Bridge, Flash/Animate

**Digital Media & Marketing:** Mailchimp, Constant Contact, Google Analytics, Google AdSense

## HONORS & RECOGNITION

- **First Place, SPJ Top of the Rockies Excellence in Journalism** – General Website Excellence (2018), *Chieftain.com*
- **Best Website – Daily Newspaper**, Better Newspaper Contest (2017); **Second Place:** Multimedia Video and Breaking News Video (2017), *Chieftain.com*
- **Media Excellence Award (Electronic Media)**, Southern Colorado Press Club (2015)
- **Knight-Cronkite Alumni Innovation Grant** (2014)
- **First Place, Best Features Blog**, Arizona Press Club (2011, 2012); **Second Place** (2010), *Nerdvana*
- **President**, Southern Colorado Press Club (2016–2018; 2024–2025); **Board Member** (2015–2019)