

Jacob Wayne Smith

61 Seminary Ridge
Gettysburg, PA 17325
Mobile: 703-282-0220

jacob.wayne.smith@gmail.com

Education

Bachelor of Arts in Political Science, Grove City College, Grove City, PA, June 2002
Graduated Magna Cum Laude with Highest Honors in Political Science

Masters of Science in Nonprofit Management, Eastern University, St. Davids, PA, May 2008

Seed Conference, Chicago, IL, October, 2007

A one day conference focused on design, entrepreneurship and inspiration

User Experience Week, Washington, D.C., August 2006

Attended Day 2 workshops focusing on interaction design and deliverables

An Event Apart, Atlanta, April 2006

Day long, intensive workshop designed to change the way you approach web design

Professional Experience

New Media Strategist Masterworks, Poulsbo, WA (June 2008 - Present)

- ▶ Managed client relationships including strategy and budgeting
- ▶ Guided internal process development as agency developed new media competency

Web Technologist Trinet Internet Solutions, Inc, Alexandria, VA (February 2007 - June 2008)

- ▶ Analyze and recommend technologies to meet client goals inside of budget constraints
- ▶ Led effort to develop Web 2.0 engagement strategies for clients

Web Developer Silas Partners, Alexandria, VA (January 2005 - February 2007)

- ▶ Created Information Architecture for websites and web applications
- ▶ Crafted communication strategies with supporting documentation and evidence

Support Engineer Christianity.com, Alexandria, VA (August 2004 - January 2005)

- ▶ Managed transition of over 100 clients to new DNS servers
- ▶ Customized and deployed a ticket system for interaction with clients

Account Executive, Christianity.com, Alexandria, VA (May 2003 - August 2004)

- ▶ Developed personal database to managed day-to-day client contact and interactions
- ▶ Oversaw client communication and training during a significant technology transition

The Christianity.com name was purchased in December of 2004 and Trinet Internet Solutions purchased Silas Partners in February of 2007.

Legislative Staff Assistant U.S. Senate, Washington, DC (June 2002 - May 2003)

- ▶ Conducted daily interaction with constituents via US Mail, e-mail and fax
- ▶ Drafted and helped develop constituent responses and other communications

Personal Experience

Communications Coordinator Community Life Planning Team (September 1998 - Present)

- ▶ Developed website to facilitate communication among 200 team members
- ▶ Published multi-medium daily newsletter to keep team informed

Synod Planning Committee Metro DC Synod ELCA (August 2003 - March 2007)

- ▶ Coordinated planning, budget and on-site execution of Shekinah 2004 with attendance of 200 Junior High youth
- ▶ Developed theme and wrote curriculum for weekend long synod youth events

Youth Group Leader Christ Lutheran Church, Fairfax, VA (August 2002 - June 2006)

- ▶ Mentored Senior High youth through relational ministry
- ▶ Planned and conducted small group meetings

Presentations

Smith, Jacob (2007) "Proclaim the Gospel always." A discussion at Youth Ministry Certification School on how youth ministry professionals can responsibly engage in online communities. Lutheran Theological Seminary at Gettysburg, Gettysburg, PA: November 17, 2007.

Smith, Jacob (2007) "Using Blogger." A demonstration of blogging technology and discussion of social media. E34Y+FM, McClean VA, PA: April 21, 2007.

Smith, Jacob (2007) "Transformational Ministry: The Only Way to Fly." A discussion roundtable for youth group leaders. E34Y+FM, McClean VA, PA: April 21, 2007.

Smith, Jacob (2007) "From Zero to Website." A hands on presentation where youth group leaders built a website for their group. Gathering in the East 2007, Bethlehem, PA: March 24, 2007.

Smith, Jacob (2007) "Transformational Ministry: The Only Way to Fly." A discussion roundtable for youth group leaders. Gathering in the East 2007, Bethlehem, PA: March 24, 2007.

Smith, Jacob (2007) "Joining the Conversation." An opinionated presentation of how pastors must join in the online conversation about their churches. Metro DC Intern Cluster, Woodbridge, VA: March 13, 2007.

Smith, Jacob (2005) "Two Technologies that Will Change Your Ministry." An interactive presentation for Youth Ministry Certification School. Lutheran Theological Seminary at Gettysburg, Gettysburg, PA: September 20, 2005.

Smith, Jacob (2004) "Uses of Technology and Ministry." A presentation for Youth Ministry Certification School. Lutheran Theological Seminary at Gettysburg, Gettysburg, PA: October 14, 2004.

Writing

Smith, Jacob (2006) "Beyond Open Rates," The Current, September 2006. <http://shointhedoor.com/articles/beyondopenrates.htm>

Smith, Jacob (2006) "Never Pay for SEO Again," The Current, May 2006. <http://shointhedoor.com/articles/seo.htm>

Smith, Jacob (2005) "Test Your IA Knowledge," The Current, September 2005. <http://shointhedoor.com/articles/testyouria.htm>

Smith, Jacob (2005) "No More Excuses," The Current, July 2005. <http://shointhedoor.com/articles/nomoreexcuses.htm>

Editor of the official Silas Partners blog, "Silas Notes": <http://notes.silasparkers.com> and the Silas "x-pat" blog "Barnabas Notes": <http://barnabasnotes.wordpress.com/>

Hobbies/Personal Interests

I enjoy filling it with hosting a weekly podcast. We currently have 40 listeners and average 100 downloads a week. I was a DJ at our high school radio station, and have been waiting to get back in front of the microphone ever since.