

Joe Jurczyk
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Business, technical and educational professional with skills and experience in startup development, web design and development, SEO, instructional design, content curation, technical writing and business writing. Founder of web design company and co-founder of event management company.

Lifelong learner whose education includes an MA in Instructional Technology, an MBA in Marketing, a certificate in Distance Education, and a BS in Systems Engineering.

Experience

Web Developer / Webmaster (freelance)

CLIKT.com, Remote

March 2007 – Present

- Provide design, development, Search Engine Optimization, Search Engine Marketing and hosting
- Developed news sites including COVID-19DailyNews.com, OpioidNews.com and Pro-Bono.org using both
- Utilize WordPress (web site design and development), Shopify (e-commerce site design) and Feedly.com / Buffer.com (content curation). Web sites include:
 - TCI Software.com – WordPress-based web site for national medical software company.
 - gFinity.com - WordPress-based web site for local telecommunications consulting company.
 - Electrodata.com – WordPress-based web site for local electronics manufacturing company.
 - MabelDental.com – WordPress-based web site for dental laboratory.
 - GatewayTitle.com – WordPress-based web site for local title agency.
 - CLIKT.com – Created design/SEO organization to provide Internet services for local businesses.
 - MTMCoach.com - WordPress-based web site for organizational consultant.
 - phytnews.com - Created WordPress-based site and social network strategy for publishing fitness news.

Project Manager

Global Select Partners, Remote

October 2021 – Present

- Manage web projects for clients and affiliate sites including TonerCartridgeStore.com and TonerCartridgeStore.ca.

Web Designer

Kloud9, Cleveland, Ohio

June 2015 - Present

- Web design contractor for a local IT company. Design and update WordPress web sites for small business clients.

Partner/Co-Founder

Western Reserve Racing, Hudson, Ohio

December 2012 – November 2021

- Managed and co-directed 35+ annual events including the Burning River Run and Relays, Fools 50K/25K, Leave No Trace Full and Half Marathon, Bigfoot 50K, Green Jewel 50K/25K and the Frosty 5 and Mistletoe Mile runs.
- Managed volunteer program and maintained all volunteer communication including a monthly online newsletter with updated events, industry news and volunteer profiles using Constant Contact.
- Obtained and managed event permits and facility rentals.

Web Designer (subcontractor)

NASA Glenn Research Center / Insight Global, Brook Park, Ohio

June 2020 – October 2020

- Updated various NASA Glenn department web sites using WordPress and NASAPress theme as well as TablePress extension and data from the NASA Technical Reports Server (NTRS).

Webmaster (contractor)

Unisteer Performance Products / Maval Industries, Twinsburg, Ohio

January 2019 – January 2020

- Managed and maintained Joomla-based websites for local manufacturing company.
- Managed company's social media accounts (LinkedIn, Facebook, Twitter, and Instagram) and posted regularly scheduled information including product information, scheduled events (trade shows) and industry news.

Web Designer

Profit Hunters International, Remote

October 2017 – January 2019

- Designed and developed new web sites and email newsletters for consulting organization..

Instructional Design Subcontractor

NASA Glenn Research Center / Alphaport, Brook Park, Ohio

July 2008 – October 2010

NASA subcontractor providing technical and educational services.

- Designed web-based software engineering course covering requirements for Office of Chief Engineer.
- Developed web-based mishap investigations course for engineers and managers.
- Designed web-based software assurance course for software engineering managers.
- Courses were designed in PowerPoint and Word and developed in HTML and Flash for implementation on NASA's LMS.

Instructional Designer/Technical Writer (contractor)

Radcom, Inc., Hudson, Ohio

August 2007 – August 2010

- Performed instructional design of teacher training materials for statewide program (Ohio e-Read) managed by the University of Akron.
- Work included design of several courses, including the complete design of two professional leadership courses for school administrators, learning object asset management and testing.
- Designed and developed two web-based sales training courses for local financial institution (National City Bank) using Lectora Publisher.
- Assisted in development of face-to-face employee training materials for national medical insurance company (Humana).
- Content development utilizes information collected from existing internal and external documents as well as interviews with organization personnel. Process included storyboarding, editing, development and implementation for both online learning platforms and development of written course materials.

Additional Related Experience

Institutional Research Analyst

Cleveland State University, Cleveland, Ohio

2003 – 2004

- Conducted various research studies using internal and external data. Research including developing survey instruments (when applicable), data collection, analysis, publication of results.

Technical Writer

Weber Associates, Remote

2001 – 2003

- Created sales operating guides for AT&T business sales.

Analyst

KeyBank, Cleveland, Ohio

1998 – 2000

- Provided customer support and technical documentation for several Key investment web sites.

Volunteer Activities

- Curator/Editor, Techstars Startup Digest Cleveland, November 2022 - Present
- Mountain Ultra Trail (MUT) Executive Committee Member and Championship Chair, USA Track and Field, July 2016 – Present.
- Founding member of Western Reserve Trail Running, Inc., an Ohio-based nonprofit running organization; Race Director of organization's inaugural run, the Burning River 100 Mile Run, co-director of the Green Jewel 100K Fun Run. 2006-2012.
- Founder of the Buckeye Trail 50K Fun Run and Winter Buckeye Trail 50K Fun Run, 1994-2003.
- Assistant Head Coach, St. Basil CYO Cross Country team, 2008-2009, Head Coach, 2010-2012
- Internet mailing list (LISTSERV) administration; manager of several lists including ULTRA, a 1750+ subscriber discussion group for the sport of ultramarathoning.
- Race Director and webmaster, Buckeye Trail 50K Fun Run, 1994-2003 (50K running)
- Race Director and Webmaster, Mohican 100 Mile Trail Run, 1996-2002 (100 Mile race in Loudonville, OH); Webmaster, 1996-2002, 2005– 2008.
- Managed design and development of 7-node networked computer lab for parishioners at St. Catherine Catholic Church in Cleveland, Ohio, 2001-2002

PROFESSIONAL

Skills

- Proficient in various online applications: HubSpot, Shopify, Salesforce.com, Feedly, FeedSpot, Inoreader, ClickFunnels, Ontraport, AWeber, MailChimp, Constant Contact, Trello, Flowcode, Notion, ToDoist, HootSuite, IFTTT, Zapier, Buffer, Quickbooks and VolunteerMatch.
- Research techniques: primary data collection using surveys and focus groups, secondary data collection using the Internet, academic and commercial online databases, and library resources.
- Analytical techniques: multivariate analysis, mixed methods, machine learning, neural networks using Python, R, Mathematica, SPSS and SAS.
- Writing and editing: technical writing, business writing, report writing, and academic writing using APA style.
- Instructional design: face to face course development, e-learning developing using various tools including Lectora, Articulate 360 and Captivate.
- Internet design and development using tools including WordPress, Shopify, Drupal, Joomla, Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator), HTML, Cascading Style Sheets (CSS), PHP and MySQL.
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM) tools and techniques: PPC campaigns, Google AdWords and AdSense programs, Google Analytics, Google Search Console, meta tagging, directory and search engine submission, link exchange programs, domain name research and acquisition.

Professional Interests

Customer Journey, Content Curation, News Aggregation, Web Design and Development, Search Engine Optimization, Data Analytics, Data Science, Q Methodology, Student Course Evaluation Methods, Factor Analysis, Multivariate Analysis, Regression Techniques, Distance Education, Analysis of Online Discussion Groups, Content Analysis, Learning Objects.

Publications

- Jurczyk, J., Kushner-Benson, S.N., & Savery, J. "Measuring Student Perceptions in Web-Based Courses: A Standards-Based Approach", Online Journal of Distance Learning Administration (Winter, 2005).
- Pachnowski, L. & Jurczyk, J. "Perceptions of Faculty on the Effect of Distance Learning Technology on Faculty Preparation Time", Online Journal of Distance Learning Administration (Fall, 2003).
- Jurczyk, J. & Loparo, K. "Mathematical Transforms and Correlation Techniques for Object Recognition Using Tactile Data ", IEEE Transactions on Robotics and Automation (June 1989).

Papers/Presentations

- Ramlo, S. & Jurczyk, J. "Introduction to Q Methodology", MidWestern Educational Research Association Annual Conference (2007)
- Jurczyk, J. "Q-Sort.com: A Web-Based Tool for Administering Data Collection for Q Methodology Studies", International Society for the Scientific Study of Subjectivity Q Methodology Annual Conference (2007)
- Ramlo, S. & Jurczyk, J. "Introduction to Q Methodology", Eastern Educational Research Association Annual Conference (2007)
- Jurczyk, J. "Technology Resources for Nonprofits", showcasing low-cost and free tools for nonprofit organizations, at Neighborhood Networks Regional Workshops and Foundation Center – Cleveland brown bag lunch (2006).
- Panel Member, "At Your Assistance: Technology Resources for Museums Small and Not-so-Small", Annual Meeting of American Association of Museums (2006)
- Jurczyk, J. "Needs Assessment of Business Services for Nonprofit Organizations, Mid-Western Educational Research Association Annual Conference (2005).
- Jurczyk, J. "Needs Assessment of Business Services for Nonprofit Organizations: A Q Methodology Approach", International Society for the Scientific Study of Subjectivity Q Methodology Annual Conference (2005).
- Jurczyk, J. "Assessing the Need of a Nonprofit Organization for Internet Services", Eastern Educational Research Association Annual Conference (2005).
- Jurczyk, J. "Creating Your Online Presence: The Basics of Web Development", Neighborhood Networks Annual Conference (2005).
- Jurczyk, J. & Ramlo, S. "A New Approach to Performing Course Evaluations: Using Q Methodology to Better Understand Student Attitudes", International Society for the Scientific Study of Subjectivity Q Methodology Annual Conference (2004).
- Jurczyk, J. "Identifying Student Attitudes During the Distance Learning Process", Conference on Distance Teaching & Learning (2004)
- Jurczyk, J. "Measuring Perspectives: The Q Methodology Approach", Association for Institutional Research Annual Conference (2004)
- Jurczyk, J. & Triplett, S. "Measuring the Effect of Freshman Mentoring on Second Year Student Retention", Eastern Educational Research Association Annual Conference (2004)
- Jurczyk, J. "Web Accessibility Issues for Institutional Research", Northeast Association for Institutional Research Annual Conference (2003)
- Khanom, H. & Jurczyk, J. "Experience of Freshman Experience Courses and Student's First Semester Exposure to Full-Time/Part-Time Faculty on Overall Academic Achievement and Retention Rate", Mid-Western Educational Research Association Annual Conference (2003)
- Jurczyk, J. "Web-Based Data Collection for Q Methodology Studies", International Society for the Scientific Study of Subjectivity Q Methodology Annual Conference (2003)
- Jurczyk, J., Benson, S. & Savery, J. "Teaching Web-Based Research Methods Courses: Using the IHEP Standards to Evaluate Student and Instructor Experiences", American Educational Research Association Annual Meeting (2003)
- Jurczyk, J., Benson, S. & Savery, J. "Benchmarks of Web-Based Instruction: A Comparative Study of Student and Instructor Expectations", Mid-Western Educational Research Association Annual Conference (2002)
- Pachnowski, L. & Jurczyk J. "Perceptions of Faculty on the Effect of Distance Learning Technology on the Teaching/Learning Process", Mid-Western Educational Research Association Annual Conference (2002)
- Pachnowski, L. & Jurczyk J. "Correlating Self-Directed Learning with Distance Learning Success", Eastern Educational Research Association Annual Conference (2000)
- Pachnowski, L., Newman, I & Jurczyk J. "Immediate Data: The World Wide Web as a Resource for Teaching Research Methods", Eastern Educational Research Association Annual Conference (1997)

EDUCATION

Various Online Courses

EdX and Coursera

- Currently taking individual courses on a variety of topics including Python programming, Data Science, contact tracing, cryptography, machine learning and web development.

Certificate: Data Science (Expected: December 2023)

Johns Hopkins University

Baltimore, Maryland (online/Coursera)

- Nine course specialization in Data Science. Courses include The Data Scientist's Toolbox (GitHub, R, RStudio), R Programming, Getting and Cleaning Data, Exploratory Data Analysis, Reproducible Research, Statistical Inference, Regression Models, Practical Machine Learning, Developing Data Products.

Course: Blockchain Technologies: Business Innovation and Application (2018)

Massachusetts Institute of Technology - Sloan School of Management

Cambridge, Massachusetts (online/GetSmarter)

- Course covered blockchain technology, outlined the possibilities and limitations of blockchain technology and evaluate implications and how to propose a blockchain-based solution to address a business problem.

Course: Data Science: Data to Insights (2017)

MIT Digital Program/MITx, Massachusetts Institute of Technology

Cambridge, Massachusetts (online/EdX)

- Six-week online course focusing on analytics. Topics included Making Sense of Unstructured Data, Regression and Prediction, Classification, Hypothesis Testing and Deep Learning, Recommendation Systems, and Networks and Graphical Models.

M.A. Educational Foundations and Leadership emphasizing Instructional Technology (2008)

College of Education, University of Akron

Akron, Ohio

- Curriculum included various technology management, instructional design and software application courses.

Various Courses: Internet Business and Technology (2001-2004)

University of California Berkeley Extension, University of California-Berkeley

Berkeley, California (distance learning program formerly Electronic Commerce)

- Distance learning program covering the business and technical issues of Internet technology.

Certificate: Distance Education (2003)

University of Wisconsin-Extension, University of Wisconsin-Madison,

Madison, Wisconsin (distance learning program)

- Curriculum covered aspects of distance learning including teaching, learning, technology, instructional design, evaluation, learner support services, and management of online courses.

M.B.A. Concentration: Marketing (1988)

Weatherhead School of Management (WSOM), Case Western Reserve University

Cleveland, Ohio

- Graduate assistant for WSOM Banking and Finance Department, aiding in faculty research projects, including comparative studies of financial institutions and analysis of the prime rate.

B.S. Major: Systems Engineering (1987)

Case Institute of Technology, Case Western Reserve University

Cleveland, Ohio

- Senior project detailed the use of image processing algorithms to compute frequency information of tactile sensor data using two-dimensional Fast Fourier Transform (FTT) and other mathematical transforms.

Personal Interests

- Running and ultramarathoning (distances more than 26.2 miles): completed more than 130 marathons and 65 ultramarathons.