

Jacob Wayne Smith

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Formal 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

Continuing Education and Conferences

NTC 09, San Francisco, CA, April, 2009
Nonprofit technology conference bringing together thought leaders from around the world

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

Board Member Lantern Hill (January 2009 - Present)

- ▶ Provided strategic fundraising advice to board of directors
- ▶ Worked directly with Executive Director and Chairman of the Board to develop a transition plan to current board structure and bylawys

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 (2009) "Party Like its 1657: Renewing the Charitable Aid Society" Ignite Style (5 minute) Presentation to 2009 Nonprofit Technology Conference focusing on the need to use technology to decrease the space between nonprofits and donors. 2009 NTEN Conference, San Francisco, CA: April 27, 2009.

Smith, Jacob (2009) "The 4th Screen: Using Mobile Technology in Youth and Family Ministry" Presentation to Youth Ministry Certification School on how youth ministry professionals can use mobile technology to stay better in touch with youth and their families. Lutheran Theological Seminary at Gettysburg, Gettysburg, PA: April 18, 2009.

Smith, Jacob (2009) "Twitter: Connecting Promise to Practice" A webinar sponsored by Masterworks focused on providing use cases for twitter by nonprofits. Masterworks, Poulsbo, WA: March 17, 2009.

Smith, Jacob (2009) "Blogging Basics and Best Practices in a 2.0 World" A webinar sponsored by Masterworks focused on providing foundational knowledge and understanding of blogging best practices for nonprofits. Masterworks, Poulsbo, WA: January 29, 2009.

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://shoointhedoar.com/articles/beyondopenrates.htm>

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

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

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

Contributor to Masterworks' blog: <http://blog.masterworks.com>

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

Hobbies/Personal Interests

My wife is the pastor at Good Shepherd Lutheran Church (ELCA) in New Castle, PA. Being a "pastor's wife" is a challenging and rewarding experience.

I am a member of the Lawrence County Cycling Club. We go on weekly trips of 20-30 miles. The farthest I have gone in one day is 82 miles while riding in the MS Society's two-day 150 mile race.

I have a desire to see that every church has an effective website. To the end I've started <http://everychurchonline.org>. Under the Every Church Online banner I've helped three churches create new websites from scratch. This volunteering of my time is one of the most rewarding things I do.