



# JONATHAN SURMACZ

I blend content development, design, and digital strategy to grow engagement.

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Expert in content development and management for interactive media: designing, coding, writing, editing, and producing. Record of managing large-scale web projects and driving engagement through CMS improvements, creative direction, and content production. Effective communicator who works collaboratively across disciplines.

## WORK EXPERIENCE

### **Boston University College of Communication**

Website & Design Manager (5/2005 - Present)

- **Drove** web-only student applications from 62% to 75% from 2021 - 2025 (far outpacing intake by our CRM system), by promoting editorial content and improving site discoverability and accessibility.
- **Implemented** a structural change to site navigation (2026) that led to a 14% increase in traffic (year-over-year) to critical landing pages.
- **Led** multiple award-winning site redesigns, focusing on visuals, usability, accessibility, content developer tools, AEO+SEO, integration with BU systems, and scoring in SiteImprove and Core Web Vitals. Peak website traffic eclipsed 2 million pageviews per year.
- **Led** conversion and redesign of *COMtalk* alumni magazine from print-focused to web-only – the first publication of its kind at BU.
- **Managed** multiple six-figure web projects with multiple web agencies, hitting timeline and budget projections.

Adjunct Lecturer, Mass Communication (9/2014 - Present)

- **Led** instruction for courses: Design & Interactive Experiences (UI + web dev + design) and Information Architecture + UX Writing.
- **Sponsored and co-wrote** curriculum for new (2026) [Human Centered Design](#) master's program.

### **The Boston Globe / Boston.com**

Contract News and Sports Producer (6/2005 - 8/2011)

- **Curated** news + sports content for the leading news websites in New England ([Boston.com](#) and [bostonglobe.com](#)), which averaged more than 7 million pageviews per month.

## PROJECTS

BU College of Communication: [bu.edu/com/](http://bu.edu/com/)

COM Beyond: [combeyond.bu.edu](http://combeyond.bu.edu)

Personal: [jonsurmacz.design](http://jonsurmacz.design)

## SKILLS + TOOLS

- Interactive + Web Design
- Writing + Editing + SEO/AEO + Schema + JSON-LD
- Content Management/Strategy + Modeling
- UX + UI Design
- Wireframing + Prototyping
- Project Management
- Information Architecture
- Logical + Numerical Reasoning ([Bryq.com](http://Bryq.com))
- HTML + CSS + JavaScript + Python + SQL
- WordPress + Webflow + SharePoint
- VS Code + Copilot + Chrome DevTools
- Adobe Creative Suite + Figma
- Google Analytics + Core Web Vitals

## AWARDS

**2020** Council for Advancement and Support of Education (CASE) Gold Award, Web Magazine (*COMtalk*)

**2016** CASE Silver Award, Website

**2011** EduStyle.net (Best School, Department or Faculty site)

**2011** Massachusetts Innovation and Technology Exchange (MITX) Interactive Award Education finalist

**2004 & 2005** American Society of Business Publication Editors (ASBPE) Award (Best Overall Web Publication) [cio.com](http://cio.com) and [csoonline.com](http://csoonline.com)

## EDUCATION

### **Boston University (Boston, MA)**

**2012** Master of Science in Computer Information Systems

**2000** Master of Science in Journalism

**1996** Bachelor of Science in Journalism

**1996** Bachelor of Arts in Environmental Science, *cum laude*