Joe Jurczyk

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Experienced fitness and longevity authority. Business, technical, and educational professional with skills and experience in startup development, content design and management, event management, and AI automation and prompt engineering. Founder of a web design business and co-founder of an event management company.

Lifelong learner with an MBA in Marketing, an MA in Instructional Technology, a BS in Systems Engineering, a certificate in Distance Education and multiple course completions on Coursera, EdX, udemy and others.

EXPERIENCE

Web Developer / Webmaster (freelance)
CLIKT.com, Remote
March 2007 – Present

- Provide design, development, content management Search Engine Optimization, Search Engine Marketing, and hosting services.
- Creates Daily Founder Fuel and Daily Founder News, with daily updates of resources and news for founders.
- Created VibeBuilder.space web site and VibeBuilder Space Facebook group to support vibe coding community.
- Utilize WordPress (website design and development), Shopify (e-commerce site design), Lovable (Vibe coding), Feedly.com and Buffer.com (content curation), AI-generation (Claude, Claude CoWork, Claude Code, Perplexity, Nano Banana, oJoy). Websites include:

    - Model Production - Weekly LLM newsletter with news and events, published on Beehiiv.
    - The Startup Circuit - Weekly startup event newsletter with news and events, published on Beehiiv.
    - LongevityNewst - Weekly AIxLongevity newsletter with news and events, published on Beehiiv.
    - DigitalHumanTrainer.com - Developing interactive personal training platform allowing users to get training plans, log training activities, obtain feedback based on best practices. Currently v0.9 .
    - AutomationTools.xyz – Directory of automation resources: platforms, docs, workflows, news, research.
    - DailySelf - Vibe-coded website focusing on fitness, wellness, and mindfulness.
    - HeritageSites.org - directory of 30+ UNESCO World Heritage Sites including 25 US-based sites.
    - LongevityNews.xyz - Vibe-coded site with news and tips for living longer and better: exploring breakthrough research, understanding aging science, optimizing healthspan, preventing age-related decline, and embracing evidence-based longevity practices.
    - PersonalTraining.news - Vibe-coded website with news about personal training and services.
    - TCI Software.com – WordPress-based website for a national medical software company.
    - gFinity.com - WordPress-based website for a local telecommunications consulting company.
    - MabelDental.com – WordPress-based website for dental laboratory.
    - GatewayTitle.com – WordPress-based website for a local title agency.
    - MTMCoach.com - WordPress-based website for organizational consultants.

- phytnews.com , FitnessScience.xyz , RunningScience.xyz - Vibe-coded daily news sites for fitness news, science, and insights.
- CuyahogaValley.com and Jaite.org - Vibe-coded sites for local park resources.
- CLIKT.com – Created design/SEO organizational site to provide Internet services for businesses.
- Past web sites: Electrodata.com, AngelAuction.org , MTMcoach.com , GalvinTherapyCenter.com.

Co-Founder
FanPact, Inc., Remote
March 2025 - Present
- Building NIL e-commerce marketplace MVP platform for large colleges and universities allowing schools, teams and players to benefit from affiliate sales. Beta test to launch in Spring 2026.

Co-Founder
phyt.live, Remote
January 2023 - Present
- The future of personal training is now! Built and launched an online personal training platform (two-sided marketplace) at phyt.live that incorporates scheduling, payment, training platform, AI and rating system.
- Created and manage company social media presence on Instagram, TikTok, Facebook, LinkedIn, YouTube, Pinterest and Google My Business.
- Built and manage 90-day fitness challenge for beginner and intermediate training clients.

Founder/Online Store Manager
Toner Cartridge Store / MyStella, Remote
October 2021 – Present
- Develop and manage web sites on Shopify and Walmart Marketplace using Shopify, Spark Shipping and various online management tools.

Partner
GloryAngel, Contract
May 2025 - Present
- Miscellaneous projects including development and design of a network of informational and e-commerce web sites for World Heritage Sites (1,200+) located across the world.

Sales
LEDSignz, Contract
April 2025 - Present
- Identify potential sales opportunities for LED signage with business and government organizations.

Business Consultant
Socius Innovative Global Brains LLC, Remote·
Mar 2025 - Present
- Identify and present potential business opportunities for Odoo software design, development and operations.

Partner, Growth and Marketing
WorkOptional.ai
January 2026 - April 2026
- Our vision is simple: to help people unlock their full potential by leveraging the power of AI to boost productivity, enhance career opportunities, and create a balanced life of freedom and fulfillment.
- Built and manage company web site, organize and manage company Meetup events, SEO and other marketing activities.

Web Designer
Kloud9, Cleveland, Ohio
June 2015 - March 2025
- Web design contractor for a local IT company. Manage WordPress websites for small business clients.

Social Media Manager
Alpine Armoring, Chantilly, VA / Remote

March 2023 - November 2024

- Managed social media presence (Facebook, LinkedIn, Twitter, Instagram, Threads, Google My Business) for manufacturer that develops engineering and technology for armoring vehicles.
- Provide project management support for various website and social media projects.
- Develop web content for various web pages using AI (ChatGPT).
- Author and distribute press releases for various vehicles.

Content Marketing Manager
Exacology, Remote
January 2024 - April 2024

- Applied AI technologies to develop smarter educational tools for people who need them most.

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 Relay, Fools 50K/25K, Bobcat Trail Marathon and Half Marathon, Leave No Trace Full and Half Marathon, Bigfoot 50K, Green Jewel 50K/25K, and the Frosty 5 and Mistletoe Mile races and Dirty Trail Series.
- Obtained and managed event permits and facility rentals.
- Built and managed volunteer program and maintained all volunteer communication including a monthly online newsletter with updated events, industry news, and volunteer profiles using Constant Contact.

Web Designer (subcontractor)
NASA Glenn Research Center / Insight Global, Brook Park, Ohio
June 2020 – October 2020

- Updated various NASA Glenn department websites 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 a local manufacturing company.
- Managed company's social media accounts (LinkedIn, Facebook, Twitter, and Instagram) and posted regularly scheduled info including product info, scheduled events (trade shows), and industry news.

Web Designer
Profit Hunters International, Remote
October 2017 – January 2019

- Designed and developed new websites 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 a web-based software engineering course for NASA's LMS covering requirements for NASA Office of Chief Engineer.
- Developed a web-based mishap investigations course for engineers and managers.
- Designed a web-based software assurance course for software engineering managers.

Instructional Designer/Technical Writer (Contractor)
Radcom, Inc., Hudson, Ohio
August 2007 – August 2010

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

Technical Writer
Weber Associates, Remote
2001 – 2003

- Wrote and designed sales operating guides for AT&T business sales.

Analyst
KeyBank, Cleveland, Ohio
1998 – 2000

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

Volunteer Activities

- Manager, AI Agents/Automation/N8N/Zapier/Artificial/AI Agent LinkedIn group, April, 2025 - Present
- Webmaster Celeritas Foundation, March 2024 - Present
- Curator/Editor, Techstars Startup Digest Cleveland, November 2022 - Present
- Mountain Ultra Trail (MUT) Executive Committee Member / Championship Chair, USA Track and Field, July 2016 – Present
- Assistant Head Coach, St. Basil CYO Cross Country team, 2008-2009, Head Coach, 2010-2012
- Founding member of Western Reserve Trail Running, Inc., an Ohio-based nonprofit running organization; Race Director of the organization's inaugural run, the Burning River 100 Mile Run, co-director of the Green Jewel 100K Fun Run, 2006-2012
- Managed design and development of a 7-node networked computer lab for parishioners at St. Catherine Catholic Church in Cleveland, Ohio, 2001-2002
- Race Director and Webmaster, Mohican 100 Mile Trail Run, 1996-2002 (100 Mile race in Loudonville, OH)
- Internet mailing list (LISTSERV) administration; manager of several lists including ULTRA, a 1750+ subscriber discussion group for the sport of ultramarathoning, 1995 - Present
- Founder of the Buckeye Trail 50K Fun Run and Winter Buckeye Trail 50K Fun Run, 1994-2003.

PROFESSIONAL
Skills

- Proficient in various online applications: ChatGPT, Perplexity, Bard/Gemini, Claude, oJoy, Lovable, Runway, DALL-E, AppMySite, Zoho One, HubSpot, Notion, ToDoist, Trello, Evernote, Asana, HootSuite, n8n, Make, 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, and e-learning development using various tools

including Lectora, Articulate 360, and Captivate.

- Internet design and development using tools including WordPress, Shopify, Drupal, Python, Joomla, Adobe Creative Suite (Dreamweaver, Photoshop, Illustrator), HTML, Cascading Style Sheets (CSS), PHP, MySQL, and WP RSS Generator.
- 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.

Interests

- Customer Journey, MVP Development, Content Curation, News Aggregation, Web Design and Development, Search Engine Optimization, Content Management, Content Analysis.

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 Conf. (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 enrolled in Introduction to Computer Science and Programming Using Python (MITx 6.00.1x)
- Regularly taking individual courses on a variety of topics including Python programming, AI, Data Science, contact tracing, cryptography, machine learning, and web development.

Course: Blockchain Technologies: Business Innovation and Application (2018)
Massachusetts Institute of Technology - Sloan School of Management
Cambridge, Massachusetts (online/GetSmarter)

- The course covered blockchain technology, outlined the possibilities and limitations of blockchain technology, and evaluated 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)

- A 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

- The 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)

- 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.
- Results were published in IEEE Transactions on Robotics and Automation:
  Jurczyk, J., & Loparo, K. A. (1989). Mathematical transforms and correlation techniques for object recognition using tactile data. *IEEE Transactions on Robotics and Automation*, *5*(3), 359–362.

PERSONAL INTERESTS

- Fitness: Running and ultramarathoning (distances more than 26.2 miles): completed 135 marathons and 68 ultramarathons.
- Technical: vibe coding, AI automation, news sites, AI tools.