

Jason Molin

Connecting organizations with their communities, online

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EXPERIENCE

Division of Diversity and Community Engagement, UT Austin — *Director, Digital Communications*

October 2011 - PRESENT

I create and manage all DDCE websites, including the main site and all program and partner sites (40+ Wordpress sites collectively visited by over ten thousand community members monthly). By working with web stewards to create strategic communications plans, I craft engaging interactive experiences to ensure our digital platforms meet the needs of all internal and external constituencies. I create and coordinate the sending and tracking of all internal and external newsletters and emails (using ELOQUA). I research, recommend, and implement new media venues and digital formats. I work with university IT staff to optimally utilize university resources. I train staff to update sites and provide trainings on new technologies as needed.

McCombs School of Business, UT Austin — *Web Editor*

June 2006 - September 2011

I built newsletters, blogs, sites, e-magazines, and social network profiles that were delivered to or visited by tens of thousands of community members monthly. I trained and supported about three dozen staff members to deliver multimedia content and monitor engagement. I provided list management, sending and tracking tools, and segmented analytics reports to measure, test, analyze, and improve online strategies. Coordinating internally with IT and externally with developers and designers, I managed two Drupal and two dozen Wordpress sites along with dozens of Facebook pages, Twitter accounts, LinkedIn groups, and other social networks. I drove the innovative integration of new tools by communications and marketing professionals and staff.

Texas Bicycle Coalition, Austin, TX — *Communications and Technology Manager*

November 2004 - October 2005

I supported all communications and technology needs for an office of ten and a few staff working remotely. As Web Master I managed biketexas.org (advocating for community causes) and supercyclist.org (educating school children). I led the organization through the redesign of both sites, migrating them to an open source content management system.

SKILLS

Brand management and messaging

Digital marketing strategy

Content Management Systems: Wordpress/Drupal

Content management strategy, SEO and analytics

Coordinated social media management across channels

Email/Newsletter marketing (ELOQUA)

ADAAA compliance, web accessibility (WorldSpace)

AWARDS

The Vice President's Excellence Award

Division of Diversity and Community Engagement
May 2017

Enrique Romo Staff Excellence Award

Division of Diversity and Community Engagement
May 2016

LANGUAGES

Spanish

EDUCATION

School of Information, UT Austin — *MIS, Information Studies*

Focus on Instructional Technology & Information Design

New York University, New York City — *BA, Philosophy*

Junior year at Trinity College, Dublin, Ireland