

Jason Molin

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EXPERIENCE

Web Master/Web Editor, McCombs School of Business, UT Austin

7/06 – present

I build newsletters, blogs, sites, e-magazines, and social network profiles that are delivered to or visited by tens of thousands of community members monthly. I train and support about three dozen staff members to deliver multimedia content and monitor engagement. I provide 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 manage two Drupal and two dozen Wordpress sites along with dozens of Facebook pages, Twitter accounts, LinkedIn groups, and other social networks. I drive the innovative integration of new tools by communications and marketing professionals and staff.

Adjunct Assistant Professor, School of Information, UT Austin

1/06 – 12/06

After teaching Information in Cyberspace, an online class, for several semesters as a graduate student, I returned to the School of Information to teach a course I designed, Audio for the Internet, a graduate seminar focused on the delivery of online sound collections. I also taught the audio section of a Survey of Digitization class. As a teacher my emphasis was the use of web-based tools for curriculum presentation, interaction, and project delivery.

Communications and Technology Manager, Texas Bicycle Coalition, Austin TX

11/04 – 8/05

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. I also oversaw projects involving print vendors, tech-support contractors, and freelance designers and developers.

Nonprofit Experience

ENGLISH @ WORK

Since my wife founded this nonprofit six years ago, I have served as web master, technology advisor, and brand consultant. I named and branded the organization, conducted interviews with clients and stakeholders, and currently chair the communications committee. From running an online auction to administrating their Facebook page, I am committed to making sure they are using the latest tools in the most effective ways.

Austin Youth River Watch

Brent Lyles first asked me to lunch when he was director at Anthropos Arts, wanting my advice for redesigning their web site and developing a social media strategy. Now he is director of Austin Youth River Watch and I am a member of his Lunch Bunch, advising on brand, communications, and marketing challenges.

SKILLS

Brand

Interviews
Messaging
Analysis
Palette

UX

Testing
Identity
Personas
Discovery
Task Analysis

Admin

MySQL
HTML
PHP
CSS

CMS

Drupal
Wordpress
MediaWiki

Google

Forms
Groups
Analytics
Feedburner
Wireframes
Apps Suite
Android
Ads

Adobe

Dreamweaver
Photoshop
Fireworks

Facebook

Profiles
Pages
Apps
Ads

Family Time Rocks!

Sara Hickman (named Texas State Musician for 2010) and I formed the kid's band Family Time Rocks! with the idea that "families that create together do great together." We got a grant from HEB (under the umbrella of the Austin Community Foundation, partnering with Theater Action Project) to spread this message throughout central Texas. I created and manage our site and social media.

VizThink

Inspired to help Sunni Brown launch VizThink's Austin chapter, I set up its first web site. This group helped me see the big picture through visualizing and sketching ideas. Now that I know how much more compelling and intuitive it can be to say it with pictures, I prefer to employ graphics rather than rely on text alone.

Speaking Experience

Higher Ed Web Experts Webinar

Karine Joly of *higheredexperts.com* asked Tracy Mueller and me to give a webinar on "[How to create the online version of your print magazine or newsletter with WordPress.](#)"

Social Media Panel with Tim Walker

Tim Walker asked me to join him and Natanya Anderson on a social media panel for the Association for University Business and Economic Research conference. [I posted the audio along with a few pictures and notes.](#)

UT Information Technology Service Weekly Info Session

Having created a large network of school blogs at McCombs, I was asked to present at the weekly campus-wide info session. I posed the question "Why blog?" [Austin Kleon captured my answer with visual notes.](#)

EDUCATION

Masters of Science, Information Studies, School of Information – UT Austin

Focus on Instructional Technology & Information Design

Bachelor of Arts, Philosophy – New York University

Junior year at Trinity College, Dublin, Ireland

SITES

Me

jasonmolin.net
jasonmolin.net/about
jasonmolin.net/portfolio
jasonmolin.net/communities

Network

twitter.com/jasonmolin
facebook.com/jasonmolin
linkedin.com/jasonmolin
vimeo.com/jasonmolin
flickr.com/everydayj

Clients

englishatwork.org
familytimerocks.com
drrobadams.com

E-Magazines

mccombstoday.org
texasenterprise.org
blogs/magazine

Blogs

blogs.mcombs.utexas.edu
[/professional-mba-admissions](http://professional-mba-admissions)
[/accounting-times](http://accounting-times)
[/mba-admissions](http://mba-admissions)
[/mpa-admissions](http://mpa-admissions)
[/mba-students](http://mba-students)
[/mpa-students](http://mpa-students)
[/leadership](http://leadership)
[/bba-news](http://bba-news)
[/realestate](http://realestate)
[/the-most](http://the-most)
[/brandl](http://brandl)
[/av](http://av)