

Jason Molin

Connecting organizations with their communities, online

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EXPERIENCE

Division of Campus and Community Engagement, UT Austin *Executive Director, Communications*

November 2020 - July 2024

I oversee communications for a 400+ person division comprised of dozens of units and work closely with the Office of the Vice President on division-wide initiatives. Leading a five-person team along with contractors, I manage writers, designers, developers, photographers and videographers to build compelling products and engaging experiences that carry UT's message and elevate the brand. I support the university's goals of building recognition and prominence by aligning strategy with messaging and branding across print and multi-media products to create accessible, usable, coordinated, on-brand content for dozens of channels, on and offline. I specialize in audience definition, stakeholder feedback, collaborative ideation, strategic definition and coordination, project fulfillment and training and documentation.

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

October 2011 - November 2020

I created and managed all DDCE websites, including the main site and all program and partner sites (50+ WordPress sites collectively visited by over ten thousand community members monthly). By working with web stewards to create strategic communications plans, I crafted engaging interactive experiences to ensure our digital platforms meet the needs of all internal and external constituencies. I created and coordinated the sending and tracking of all internal and external newsletters and emails (using ELOQUA/EMMA). I researched, recommended, and implemented new media channels and digital formats. I worked with university IT staff to optimally utilize university resources. I trained staff to update sites and provided training 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

SKILLS

Brand management and messaging

Digital marketing strategy

User interface design and user experience

CMS management, customization, development

Information architecture, SEO and analytics

Coordinated social media management across channels

Email/Newsletter marketing (ELOQUA/EMMA/MailChimp)

ADA compliance, web accessibility (Monsido)

AWARDS

President's Exemplary Service Award

February 2019

The Vice President's Excellence Award

May 2017

Enrique Romo Staff Excellence Award

May 2016

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.

LANGUAGES

Spanish

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.

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