

# Jason Andrew Corum

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## *Web Development Experience*

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### **Sol Systems**

Junior Web Developer

Washington, DC

December 2014 – Present

- Implement new web applications to meet the needs of a rapidly growing company
- Maintain and improve the company's existing web applications, website, and other tools, both internal and customer-facing
- Work with non-technical users to gather feedback and perform user acceptance testing

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## *Online Communications Experience*

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### **Biotechnology Industry Organization**

Director of Web and New Media

Washington, DC

October 2013 – November 2014

- Managed a team of web developers and designers to launch a new bulk-purchasing program for biotechnology companies that contributes over \$2 million to the organization
- Expanded the organization's ability to create online video and hosted BIO Buzz Center video interviews at two premier BIO events
- Create an organization-wide web content, online advocacy and social media strategy tied to analytics and key performance indicators
- Manage BIO's annual web budget and contracts
- Manage the organization's web manager as well as social media, web design, and web development consultants
- Oversee content production on BIO.org, a site with over 1 million annual pageviews and BIOTechNOW, a multi-blog platform with over 250 thousand annual page views
- Oversee the production of the BIO Newsletter an e-newsletter with 100 thousand subscribers

### **Biotechnology Industry Organization**

Web Editor

Washington, DC

March 2011 – October 2013

- Collaborated on the development and design of BIO.org and BIOTechNOW
- Oversaw a year-over-year 20 percent increase in pageviews on BIOTechNOW and BIO.org
- Assisted in growing BIO's @IamBiotech following on Twitter from 4,000 to over 50,000
- Created and launched Facebook ad campaigns that generated 2,726 "Likes" (a +50 percent increase) at a cost-per-click of \$0.61
- Created an organization-wide web content strategy, editorial calendar, and web content contributors group
- Trained web content contributors
- Managed all online content on BIO.org and BIOTechNOW
- Developed and implemented an organization-wide web analytics program for BIO
- Wrote, edited and published web articles and blog posts
- Provided Tier 1 web support

### **World Food Program USA**

Online Communications Manager

Washington, DC

April 2010 – March 2011

- Oversaw and managed the redesign of the WFP USA website
- Grew the WFP USA email list by 30 percent
- Developed online communications strategy in coordination with the World Food Program
- Managed all content on the WFP USA website
- Wrote, edited and posted web stories and blog posts
- Managed and developed the strategy for the organization's presence on Facebook and Twitter
- Produced the organization's monthly e-newsletter with over 58,000 subscribers as well as action alerts and online appeals
- Provided Tier 1 web and database support
- Coordinated with the World Food Program and external vendors on website maintenance and enhancement projects
- Tracked and reported on online giving, email, and web analytics

**The Brookings Institution**

Online Communications Specialist

Washington, DC

October 2007 – April 2010

- Managed sections of the Brookings website
- Produced weekly web chats in partnership with POLITICO
- Launched the @Brookings event audio podcast on iTunes
- Produced the Brookings Alert, a weekly e-newsletter with over 60,000 subscribers
- Edited and published online audio
- Created and managed online graphics and infographics
- Wrote and edited Brookings web content
- Managed and advised a team of cross-program web coordinators
- Collaborated with vendors on implementing website enhancements

**National Law Center on Homelessness & Poverty**

Communications Assistant

Washington, DC

October 2006 – October 2007

- Wrote, edited, and updated news and content for the NLCHP website
- Wrote, edited, and disseminated the organization's e-newsletters and policy action alerts
- Coordinated the redesign of the NLCHP website

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***Education*****Boston College, College of Arts and Sciences**

Chestnut Hill, MA

Degree: M.A. English Literature, May 2004

**Millikin University, College of Arts and Sciences**

Decatur, IL

Degree: B.A. English Literature, May 2002

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***International Education*****University College Dublin**

Dublin, Ireland

Fall 2000

**Instituto Cultural Dominicano-Americano**

Santo Domingo, Dominican Republic

Summer 2001

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***Additional Training*****Back-End Web Development**

General Assembly

Spring 2014

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***Related Skills and Knowledge***

Ruby on Rails, HTML, CSS, Git, Adobe Creative Suite, Digital Audio Editing, Email Marketing, Internet Marketing, Social Media Marketing, Website Content Management Systems