

Jason Andrew Corum

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Online Communications Experience

Biotechnology Industry Organization

Director of Web and New Media

Washington, DC

October 2013 – Present

- 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

Other Work Experience

WGN-AM Radio

News Desk Assistant Intern

Chicago, IL

February 2006 - May 2006

- Reported local news stories
- Wrote local, national, and international news stories
- Recorded, edited, and processed digital audio feeds
- Assisted with breaking news coverage

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

International Education

University College Dublin

Dublin, Ireland

Fall 2000

Instituto Cultural Dominicano-Americano

Santo Domingo, Dominican Republic

Summer 2001

Additional Training

Back-End Web Development

General Assembly

Spring 2014

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