



# JOHN HAWKINS

WEB COMMUNICATIONS DIRECTOR

✉ hello@johnhawkins.io

## SKILLS

Scrum-Agile Project  
Facilitation

Strategic  
Community Development

Hybrid & Remote Team  
Coordination

Networking & Datacenter  
Client Support

LAMP Systems  
Administration

Google Workspace  
Administration

Accessibility Strategy

Information Security

## CONNECT

[LinkedIn](#)  
[Website](#)



## IN A SNAPSHOT

Energetic and experienced digital communications professional with a demonstrated history of crafting creative solutions in the web-maker industry. Skilled in strategic planning, personnel management, IT hosting administration and collaborative community development.



## EXPERIENCE

2011 —  
Present

### Director, Web Communications

*The University of Alabama, Tuscaloosa, AL*

- Develop and execute strategic goals in the arenas of branding and marketing, messaging modernization, accessibility user-experience and code security.
- Facilitate Scrum workflow with a focus on Agile project execution. Provide education resources and collaborative support for team members.
- Maintain responsibilities assumed as Technology Support Manager (see below).

2018 —  
Present

### Google Workspace (G Suite) Solutions

*Various by Contract*

- Administration of communications services used in small business environments.
- Support associate contract colleagues who provide on-premises technology aid.

2006 —  
2011

### Technology Support Manager

*The University of Alabama, Tuscaloosa, AL*

- Multi-discipline team coordination in the roles of visual design, code development and content editorial/media management.
- Coordinate development needs for WordPress, Drupal, Laravel, and other associated frameworks.
- Manage web application development goals and releases. Integrate student developer activity as an important element of supporting an educational mission.
- Technical administration of IT host environment



## COMMUNITY & COLLABORATION

2020 —  
Present

### ○ Diversity Initiative: College of Arts & Sciences *The University of Alabama, Tuscaloosa, AL*

- Develop strategies to promote and celebrate mutual understanding, dignity, respect, and cooperation among all ethnic, racial, religious, and social groups at The University of Alabama, and to actively discourage and prevent discriminatory practices toward any group.

2019 —  
Present

### ○ Founder & Facilitator: UA Communities of Practice *The University of Alabama, Tuscaloosa, AL*

- Created in 2019 with institutional peers to foster a culture of professional innovation and collaboration.
- Work to develop growth opportunities for communities of practice across organization; focus on identifying educational tools and support frameworks to empower prospective topical facilitators.

2018 —  
Present

### ○ Facilitator: WebTide Community of Practice *The University of Alabama, Tuscaloosa, AL*

- Coordinate monthly collaborative forums featuring meetup programming and professional development promotion.
- Execute goals and projects identified by member participants.

2014 —  
2017

2018 —  
Present

### ○ UA IT Forum *The University of Alabama, Tuscaloosa, AL*

- Hosted by the Office of Information Technology to build community among IT practitioners at The University of Alabama through engagement in IT security, licensing development, change management, and institutional policy development.

2015 —  
Present

### ○ Educause

- A nonprofit association and the largest community of technology, academic, industry, and campus leaders advancing higher education through the use of IT.



## CERTIFICATION

2019

**cPanel Professional Certification**  
*cPanel Inc.*  
ID: 9461-411b-9088-402d



## KEY IMPACTS

### **International Digital Learning Initiative**

*Universidad de la Habana, Havana, Cuba*  
*The University of Alabama, Tuscaloosa, AL*

Worked with colleagues in the field to develop technology solutions for digital classroom collaboration between students at Cuban and US campuses.

### **Health Record System: Non-profit Community Clinic**

*Good Samaritan Free Clinic, Tuscaloosa, AL*

Collaboration with volunteer staff and clinicians to develop custom solutions for client data management. Developed network and desktop workstation hardware solutions to facilitate clinic operations using local, community-donated materials.

### **Remote Work Operations Policy Development**

*The University of Alabama, Tuscaloosa, AL*

Developed a comprehensive remote operations plan for staff in an academic technology support environment. Inclusion of metrics for communication standards, workspace requirements and eligibility assessment.

### **Strategic Web Strategy Development**

*The University of Alabama, Tuscaloosa, AL*

Created and implemented a multi-year, sprint-based support structure for web resource modernization covering over 20 departments and divisions. Integrated solutions spanning design development, framework technology evolution, accessibility policy compliance and strategic brand coordination.

### **Team Expansion & Change Management**

*The University of Alabama, Tuscaloosa, AL*

Integrated new team skillsets to a legacy code-development production unit. Managed transitions in collaborative culture through new communication and workflow adoption..



## EDUCATION

### **The University of Alabama**

*Political Science; International Relations*  
*Journalism*

### **Mississippi State University**

*Liberal Arts Studies*