



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

- Execute strategic organization goals in the arenas of branding and marketing, messaging modernization, accessibility user-experience and code security.
- Facilitate Agile workflow with a focus on Scrum project execution.
- Manage time-resource budget planning for short and long-term client deliveries.
- Maintenance of Technology Support Manager responsibilities (see below).

2018 —
Present

Google Workspace (G Suite) Solutions

Various by Contract

- Administration of communications services used in small business environments with a focus on email logistics and technical administration.
- Assistance to associate contract colleagues who provide on-premises technology support.

2006 —
2011

Technology Support Manager

The University of Alabama, Tuscaloosa, AL

- Team member reporting supervision for professionals in the roles of visual design, code development and content editorial/media management.
- Requirement coordination for WordPress, Drupal, Laravel, and other associated frameworks.
- Manage PHP/MySQL web application deployment goal planning and releases.
- Integrate student developer activity and internships in support of educational mission.
- Technical administration of datacenter 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