

# Jobs for DMI Majors

and others who get tech!

# Getting a Job in Digital Media

- Many organizations need people who understand technology and can help them with both strategy and execution
- Potential areas:
  - Social Media Manager/Editor
  - Web Designer/Developer
  - Product Manager
  - Data Journalist
  - UI/UX Designer
- But there are many jobs that have different titles that require skills in social media, analytics, coding, digital content, multimedia editing

# Communications Coordinator - Landmarks Communications Coordinator

<b>Hiring department</b>	Fine Arts
<b>Monthly salary</b>	\$3,333
<b>Hours per week</b>	40.00 Flexible from 800AM to 500PM
<b>Posting number</b>	17-07-31-01-0922
<b>Job Status</b>	Closed
<b>FLSA status</b>	Exempt
<b>Earliest Start Date</b>	Immediately
<b>Position Duration</b>	Funding expected to continue
<b>Position open to</b>	all applicants
<b>Location</b>	Austin (main campus)
<b>Number of vacancies</b>	1
<b>General Notes</b>	Possible weekend, evening and overtime work required as needed

**Purpose**

To facilitate public communications for Landmarks, meeting quotidian PR needs and supporting periodic events. Oversee Landmark's technology platforms, photography and video production, archiving, and design implementation. Coordinate public relations and marketing activities and track plans and deliverables.

**Essential Functions**

Anticipate needs for marketing and PR plans and facilitate plan formation, scheduling meetings as needed. Manage timely execution of public relations and marketing checklists. Collaborate with partners to promote newsworthy events in local and national media. Manage communications, deliverables, and timelines with external vendors including PR firms, designers, photographers, etc. Post events on calendars. Collect press clippings, and create and distribute wrap reports. Research content for media alerts, press releases, and general announcements. Coordinate work with Marketing/PR vendors and oversee implementation of plans. Field press inquiries and provide information and media for news and editorial requests. Coordinate all press materials and any press-related events. Work with administrative assistant to maintain press book and clipping archive. Secure and advertising and develop content as needed. Maintain Landmark's brand guidelines and oversee implementation throughout all materials. Adhere to Landmark's style guidelines in all written materials. Assist in the production of general program and special project events. Oversee design process and printing of all Landmarks materials. Oversee map updates, design, and printing; track inventory and manage distribution. Manage design and production of promotional materials and event-related print and electronic materials including brochures invitations, invites, posters, holiday cards, etc. Secure and coordinate photography and video for publications. Manage rights and permissions, and fulfill media requests. Gather evergreen materials and deliver to university outlets for publications. Secure and perform Photoshop services and edit short videos. Coordinate scheduling, logistics, and distribution of videos. Maintain image archive and provide archival storage and checks for collections. Research and implement best technology practices. For the website: manage content and updates; troubleshoot and document bugs; administer server, URLs, and coordinate with ITS.; track maintenance requests and manage vendors; oversee maintenance plans, costs, and completion of tasks. Design and distribute email announcements and newsletters. For social media: gather content and make posts; develop strategies to increase engagement; track and report metrics. Maintain administrative passwords and oversee technology for event registrations and office software. Manage dashboard report to track press, website interaction, and social media reach. Research and monitor budgets for all external affairs areas in coordination with staff. Coordinate outsourced services and invoices for payment and any related documents with administrative assistant. Maintain strategic plan and timeline in coordination with staff members. Provide marketing and public relations information to aid in fundraising materials and grant applications.

**Marginal/Incidental functions**

Other related functions as assigned.

**Required qualifications**

Bachelor's degree and one to three years experience in communications-related field. Strong writing and verbal communication skills and experience crafting messages to engage an audience. Experience managing website backends. Adept in Photoshop, InDesign, and Final Cut Pro. Adept in social media (Facebook, Instagram, Twitter, etc); prior experience managing social media for an organization. Ability to multi-task and meet tight deadlines. Equivalent combination of relevant education and experience may be substituted as appropriate.

**Preferred Qualifications**

Experience with website maintenance. Knowledge of the media industry. Links to portfolio of current websites and social media encouraged and preferred. Drupal experience preferred.

**Working conditions**

May work around standard office conditions Repetitive use of a keyboard at a workstation Use of manual dexterity

GateHouse Media Job Openings >> Audience Data and Research Strategist

## Audience Data and Research Strategist

### Summary

Title: Audience Data and Research Strategist

ID: 300958

Location: TX - Austin

Job Category: News Room / Editorial

Division: Center for News & Design

### Description

#### Audience Data and Research Strategist

##### Description:

The Audience Research and Data Strategist will analyze internal data and market demographics to help our journalists develop strategies around their unreached and existing audiences. They will support our news leaders by creating market reports and collaborating with the GateHouse innovation team to develop visual storyboards, dashboards and low-fidelity product prototypes to drive decision making.

This research and analysis will help shape our company's ability to adapt to rapidly changing media consumption habits. The perfect candidate would blend technical ability with a passion for engaging content and innovative content platforms. We aren't looking for decades of experience. We want your curiosity and commitment to finding new audiences and better ways to tell stories.

## GateHouse Media Job Openings >> Audience Research

### Activities:

- Proactively research, validate and maintain an organized landscape of market research and internal data.
- Perform secondary, generative, and evaluative research
- Share research and data with stakeholders to inform content and product decisions across the company
- Scrutinize research and data on strategic timetables: 12-36 months (tactics), 3-5 years (strategy), 5-10 years (vision) and 10+ years (evolution)
- Evaluate the impact of projects over time and communicate that impact to stakeholders
- Network with innovators inside and outside of the company

### Skills & Experience:

Applicants should have one to two years previous experience in data and research strategy and familiarity with the following data processing languages (entry level applicants should have relevant internship experience)

- Ability to synthesize, present data/research directly and visually
- Data processing languages (SQL, Python, R)
- Front-end languages for data display (JavaScript)
- Experience with or interest in learning Google Data Studio, Power BI and/or Tableau
- Willingness to learn new tools and skills in order to effectively communicate their findings
- Proactive, collaborative work style

res.



## Digital Marketing Internship

Khoros - Austin, TX

Apply Now

At Khoros, our passion is to help the world's best brands create companies for life. We build products we're proud of, and we're passionate about customer success. As part of the Vista Equity family, you'll receive best in class development opportunities and the ability to work with customers like Google, Microsoft, Disney and Sprint.

We are committed to the success of our employees and customers- including one of the industry's most advanced training and professional development program for our Marketing team.

If you're looking for a summer opportunity to learn about social media and looking for a place where you can learn from the best, look no further than our **Khoros Internship!**

Khoros is looking for a self-directed and highly motivated **Digital Marketing Intern** to assist in the execution of various daily tasks in multiple digital channels, including website, social media, and advertising. They will be responsible for reporting on digital marketing metrics regularly.

### Job Duties:

- Assist with the compilation of digital campaign tracking and reporting (Google Analytics, Spredfast, Twitter, Facebook, LinkedIn, Salesforce, Instagram), and contribute research & analysis.
- Update and optimize ads within Facebook Ads Manager and LinkedIn Campaign Manager
- Assist with social marketing efforts, including social moderation/community management, writing ad copy while following brand voice guidelines and maintaining a consistent Instagram publishing schedule.
- Schedule social media content through Khoros and assist with social calendar planning.
- Contribute to various digital marketing efforts as assigned.

### Minimum Requirements:

- Foundational understanding of social media and digital marketing tactics and KPIs
- Strong familiarity with key social platforms including Facebook, Twitter, Instagram, LinkedIn
- Strong analytical skills, with ability to interpret data and notice trends
- Ability to add strategic input throughout the course of a project
- Ability to write social copy
- Strong project management skills with ability to prioritize
- Proven ability to learn new tools and software quickly
- Ability to meet deadlines
- Skilled with Excel
- Excellent written and verbal communication skills with a strong attention to detail

# UX Product Designer

BLACKLOCUS | AUSTIN

## About BlackLocus

BlackLocus is an innovation lab operating within The Home Depot, the top home improvement retailer in the world. To stay ahead of the curve, The Home Depot is making a substantial investment in data science, innovation, technology, and design. BlackLocus is contributing to this initiative by providing analytical tools to optimize and automate pricing, assortment, and product info by applying machine learning and revenue management techniques.

BlackLocus is a small collaborative environment where everyone is excited to work together every day. We are located in downtown Austin in an open space designed for collaboration, comfort, and productivity. We have a culture of learning providing 10% research time. We value diverse perspectives and strive to be an inclusive, safe environment. And finally, we love to have fun and celebrate together! If this sounds like something you are looking for, we can't wait to hear from you.

## UX Product Designer

### Job Summary

This is an exciting opportunity for a UX Product Designer to work on challenging enterprise problems within an innovative start-up environment. An entrepreneurial spirit and a passion for building new products is a must. We are looking for a self-motivated individual who can both take direction but also run with your own ideas and get things done. You are comfortable operating in both technical and business environments. You'll work with a diverse, interdisciplinary team of engineers, data science, and product designers, as well as business users. In the end you'll solve important business problems by building and delivering impactful business applications for The Home Depot.

### Responsibilities

- Create and communicate a product vision
- Work with PM to translate vision into requirements and set success benchmarks and metrics.
- Translate concepts and requirements into wireframes and mockups that lead to intuitive user experiences.
- Facilitate client's product visions by researching, conceiving, wireframing, sketching, prototyping, and mocking up user experiences for digital products.
- Design and deliver wireframes, user stories, user journeys, and mockups optimized for a wide range of devices and interfaces.
- Identify design problems and devise elegant solutions.
- Make strategic design and user-experience decisions related to core, and new, functions and features.
- Take a user-centered design approach and rapidly test and iterate your designs.
- Shepard designs through the sprint and development process by collaborating with other team members and stakeholders.

### Requirements

- 2 years of professional UX experience
- Demonstrated user experience design skills with advanced knowledge of current design programs
- Understanding the capabilities and limitations of front end technologies such as HTML, CSS and Javascript
- Experience designing solutions for enterprise or e-commerce apps is a huge bonus



## Product Manager - Austin, TX

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### About H-E-B

H-E-B is one of the largest, independently owned food retailers in the nation operating over 400 stores throughout Texas and Mexico, with annual sales generating over \$25 billion. Described by industry experts as a daring innovator and smart competitor, H-E-B has led the way with creative new concepts, outstanding service and a commitment to diversity in our workforce, workplace and marketplace. H-E-B offers a wealth of career opportunities to our 109,000+ Partners (employees), competitive compensation and benefits program and comprehensive training that lead to successful careers.

**\*\*This position is located in Austin, TX\*\***

**H-E-B Digital is looking for new Partners!** We are reinventing how customers interact with the legendary Texas brand. We plan on investing heavily in our customers' digital experience, reinventing how they make food and wellness decisions, and how they ultimately get food and other products into their homes.

H-E-B Digital is co-located in San Antonio and Austin, which will share space with Favor, recently acquired by H-E-B, and now ranked no. 138 on the Inc. 5000 list (in addition, ranked 5th in Texas and 1st in Austin!). Our top leaders have deep consumer tech experience; Jag Bath (CEO and President of Favor) leads H-E-B Digital, and Mike Georgoff (recent Chief Product Officer at Main Street Hub), leads digital product strategy and development. We're hiring for every other role on this new team: product management, product marketing, design (product / UX / visual), user research, proto-typing, and engineering.

**The Product & Design Team** is on a mission to design and build the absolute best software and experience in the food / retail space while driving exceptional business results. We mix user centric design with business savvy, focusing on two key user segments:

- Consumers: a compelling digital experience that captures everything inspiring about food, while delivering incredible convenience and simplifying the grocery experience to be nothing short of delightful.
- H-E-B Partners: we arm H-E-B partners across the company with world class business applications and tools to thrive in their jobs so together we can ensure that the customer experience is top notch online, in-store, or anywhere else.



## Product Manager - Austin, TX

-(19007213)

### About H-E-B

H-E-B is one of the

### What is the opportunity?

You're someone who works seamlessly with engineers and designers alike; you can ask savvy questions in either space to reach powerful product conclusions. As a Product Manager, you will embrace the role of "editor in chief" – finding and evaluating ideas from all sources and using customer empathy to mold those ideas into a seamless, compelling whole that is so much more than the sum of its parts.

- Own all aspects of product management in your realm – vision, strategy, roadmap, prototypes, user testing, development, optimization, business outcomes, etc.
- Maintain a deep understanding of the market and technology landscape, how it's evolving, the implications for our customers, and how all that should shape where go
- Work with cross-functional teams to identify new customer / business problems that could be solved by the platform and infrastructure teams; build the business case for new features and gain approval from stakeholders
- Lead the product development lifecycle; work with engineers and architects to produce a groomed, prioritized backlog that aligns the work to business goals
- Be an exceptional communicator, accountable for telling a memorable, sticky story about the product to key stakeholders
- Be an exceptional collaborator – we win as a team.
- Be a relentless advocate for the customer in all circumstances.
- Be granted exceptional freedom and autonomy, always remembering that with great power comes great responsibility to educate, collaborate with, and inform stakeholders
- Be a student of design thinking and have an appetite for learning the art of intervention design.

With H-E-B partners across the company with world class business applications and tools to thrive in their jobs so together we can ensure that the customer experience is top notch online, in-store, or anywhere else.



## Product Manager - Austin, TX

-(19007213)

### Do you have what it takes to succeed?

- Enthusiasm for H-E-B values and the H-E-B Digital mission
- Familiarity with design, UX, HCI, CS, or related fields
- Ability to make decisions based on hard inputs, seasoned with just a bit of gut feel
- Personal ambition and the ability to embrace challenge; you're energized by more and inspired by learning
- Great attention to detail—because the details matter
- If you apply, include the word “armadillo” somewhere in your resume or cover letter
- Embrace and thrive in high paced, lean startup cultures
- High comfort level with “lean startup” or Agile development methodologies
- Radical customer obsessions
- Love that data, just love it
- Deep appreciation for great user centered design, paired with healthy respect for the business and hunger to build products with real financial impact on the company
- Intellectual agility – we cover a lot of different terrain every week

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## We're hiring an engagement producer



The Texas Tribune's mission makes engaging Texans on politics and policy issues just as important as keeping them informed. That's why we're seeking an Engagement Producer to help us build relationships with readers across platforms, particularly via newsletters. This producer will work full-time out of our downtown Austin newsroom, reporting to the Director of Loyalty Programs.

We're looking for someone who can be an expert listener, in the newsroom and with our readers. You will be passionate about gathering feedback — both quantitative and qualitative — and using it to improve the relevance and accessibility of our news products. You are a newsletter and audience engagement nerd, who knows the difference between an effective social headline and an email subject line. You are an avid consumer of state and national politics/policy news and will use your talents to make our journalism more accessible to a wider audience. You get satisfaction from learning who our readers are by name, and connecting them with our journalists and each other. You have a track record for driving engagement, whether it's getting people to show up for an event, to subscribe to a newsletter or to weigh in on a conversation. And you know how to measure the effectiveness of your efforts.

### Your responsibilities may include:

- Curating our morning newsletter, The Brief, and developing additional newsletter products and campaigns designed to reach/engage specific audiences
- Facilitating our Facebook community, This Is Your Texas
- Building reader participation in and awareness of our Texplainer series
- Building reader participation in our commenting platform
- Coordinating engagement initiatives and product improvements across audience, editorial, events and engineering teams

### You should apply for this position if you have experience:

- Writing and editing news across platforms
- Producing newsletters in MailChimp or other EMS
- Building reader participation in and awareness of our Texplainer series
- Moderating/curating user-generated content (such as comments, live discussions, etc.)
- 4+ years engagement/community management in media or publishing
- A bachelor's degree

### It also helps if you have:

- An understanding of Texas news and politics
- Experience increasing reach and engagement at a news organization
- Experience with email analytics as well as other listening and engagement tools like Crowdtangle, Google Analytics and social media management applications like Sprout Social, Hootsuite or Buffer (we use Sprout Social)
- Fluency in Spanish

## Developer, Data Visuals team

Texas Tribune Austin, TX

The Texas Tribune is seeking a full-time developer to build news tools and manage data.

About the data visuals team:

- This position is in the Tribune's award-winning data visuals department, a hybrid news applications and graphics team.
- We create and maintain the Tribune's data explorers, which are news applications built using Django/Python or Node.js.
- We are journalists who work closely with reporters and editors to generate ideas, request public records and comb through the results. Then, we use what we find to tell data-driven, visual stories.
- We publish the most comprehensive real-time election results in Texas. Then, we analyze that data to give our savvy readers the context they need.
- We build command-line tools using Node.js to power our workflows.
- We primarily use Python and Bash for data analysis.

About you:

- You want to build newsroom tools that help both reporters and readers better understand and explore large data sets on topics such as campaign finance, immigration, education and public health.
- You are curious about what makes Texas tick and what data can tell us about the second-largest state in the country.
- You can demonstrate the ability to learn and apply your skills in creative ways — and share those skills with others.
- You approach problems with a combination of coding smarts and journalistic rigor.
- You are not expected to have design or data visualization experience.

We know there are great people who won't check all of these boxes, and we also know you might bring important skills that we haven't thought of. If that's you, don't hesitate to apply and tell us about yourself.

## As a news applications developer, here's what you'll do:

- Design and develop interactive graphics and news apps to hold the powerful accountable and have real impact on the public.
- Wrangle data, including FOIAing for it, scraping it, cleaning it, analyzing it and preparing it for publication.
- Interrogate databases to find trends, patterns and outliers.
- Bulletproof and spot-check data work done by other journalists on the team.
- Teach, guide and collaborate with local journalists across the country on how to best use, visualize and tell stories with local data.
- Work with the best news nerds on the planet on some of the biggest and most innovative projects in investigative and data journalism. ⚡

## We're looking for someone with:

- Experience designing and developing interactive graphics from scratch.
- Fluency in modern and widely supported front-end programming languages, like HTML/CSS and Javascript, and the libraries that go with them, like D3.js.
- Experience with data journalism, whether it's scraping, cleaning or analyzing data in your favorite tool of choice, such as Python, SQL or R.
- Journalism experience, either locally or nationally, especially involving stories that shed light on injustices or that cover marginalized communities.
- Diligence, attention to detail and a love for making things.
- The self-discipline to work independently, as well as genuine eagerness to work with others. Everybody at ProPublica has their own superpower. We do our best work together.
- Ability to spin many plates. You'll be working with a number of reporters across the country on different projects, potentially dealing with several different editors. You'll need to stay organized, focused and proactive.
- A commitment to being a great colleague and respectful human being.

# Jobs

## Things Editor

📍 New York, NY

🕒 Full Time

🏢 Quartz

🎓 Experienced

Quartz seeks a leader for the Things team, to drive our most ambitious data-driven and visual journalism, and to imbue the spirit of that work throughout the organization.

The ideal Things editor will bring bracing creativity, an entrepreneurial approach, a talent for brainstorming ideas, and the ability to tie it all together in visually compelling packages that succeed in engaging audiences globally. "Things" is simply our catchall term for stories that break free of the traditional article format to convey information in ways that work better online. Our team of talented journo-programmers focus on unexpected and creative forms of reporting; distinctive, sometimes even oddball, approaches to telling stories; and high-quality mobile experiences. Developing these approaches—and empowering others to use them—is a key challenge of the job.

Specifically, this editor will help the Things team hone their ideas, prioritize and coordinate their projects, help them develop their journalistic and technical skills, foster cross-team collaboration, evangelize best practices across the newsroom, as well as work on your own projects. You will see the interconnectedness of things, and appreciate the value of approaching stories through the lenses of multiple Quartz obsessions. It is a senior role within the Quartz newsroom.

We are looking for someone with professional editing and newsroom management experience, as well as frontend web development skills. Your background might be in interactive graphics, computer-assisted reporting, or more traditional newsroom editing—we're less concerned about the specific job you do now and more about your ability to lead the Things team at Quartz. The ideal candidate will bring to the role a mix of creativity, management, and technical skill.

# Jobs

## Things Editor

📍 New York, NY

🕒 Full Time

🏢 Quartz

🎓 Experienced

Quartz seeks a leader for the Things team with a background in journalism, and technical skills, and a passion for interactive graphics, computer-assisted reporting, or more traditional newsroom editing—we're less concerned about the specific job you do now and more about your ability to lead the Things team at Quartz. The ideal candidate will bring to the role a mix of creativity, management, and technical skill.

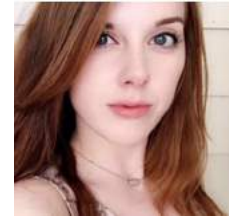
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# Recent DMI Grads

Digital Marketing Consultant at Motiv



Jacklyn Mann

Creative Hybrid at McGarrah Jessee



Thomas Hodge

Application Developer at Accenture



Danielle Molinar



**Charity Valverde** • 2nd

Digital Media Manager at Ten Thousand Pots

Austin, Texas

### **Digital Media Manager**

Ten Thousand Pots

Jan 2019 – Present · 6 mos

Austin, Texas Area

#### Improve, manage and promote websites

Develop a website traffic plan and create goals and benchmarks to meet

Generate monthly reports on our marketing campaign's performance

Optimize website and social media channels for SEO as well as usability

Manage art and copywriting professionals (outsourcing where needed)

Analyze key metrics that unit our website traffic and our service quotas

Partner with advertising and media specialists to increase marketing results

Develop, evaluate and oversee the implementation of A/B testing protocols and procedures

Manage all aspects of marketing operations, including key personnel

Communicate with the President about marketing goals and results

Execute a dual role as videographer and photographer to produce digital assets to build brand awareness and increase engagement on social media

Produce beautiful assets for our e-commerce website including photographs of all our inventory with Advertising best practices

Producing product description videos of top seller products

Producing branding videos including "About Us"

Brainstorm innovative ideas for content and create digital assets for our social media and e-commerce website.

Produce marketing materials including flyers and digital assets as needed



Emily Jaquez • 1st

Specialist at Canvas Blue

Arlington, Texas



## Specialist

### Canvas Blue

Jun 2018 – Present · 1 yr 1 mo

Dallas/Fort Worth Area

Worked to analyze and create reports to build awareness, engagement, and leads for Samsung Electronics America organic social content, increased growth for Samsung B2B IT owned content, analyzed and refined paid social campaigns for Amy's Kitchen to significantly reduce cost per result, presented reports internally and externally, helped create and refine campaigns, analyze results, and act on insights, trained team members on analytics tools. Created weekly, bi-weekly, monthly, quarterly, yearly and event reports using Talkwalker, Sprinklr, social media native ad and analytics platforms, Google Analytics, and YouTube analytics for B2B and B2C clients while continuing to improve reports to meet client and internal needs, developed KPI's for all clients and tracked progress. [See less](#)



**Emily Ferris** • 2nd

Content Specialist at GoDaddy

Austin, Texas

GoDaddy

### Content Specialist

GoDaddy

Feb 2019 – Present · 5 mos  
Austin, Texas Area

- Create original written and visual content for a wide-ranging portfolio of local businesses located throughout the country -- this means everything from restaurants, bars, and nightlife to boutiques and auto repair.
- Use independent judgment combined with the identity of the customer to highlight the customer's brand and voice with end consumers.
- Engage and connect with online audiences, fans, and consumers on Facebook, Twitter, Google, Yelp, and TripAdvisor.
- Collaborate with teammates across departments, implement customer feedback, innovate on strategies, and help develop best practices.
- Utilize a critical eye for your own work to ensure clean, high-quality content that supports customer brand focus.
- Use discretion to act on customer's feedback and social marketing trends to increase customer's exposure.
- Confidently balance daily and weekly deadlines with department initiatives, utilizing multiple tools.

Take on any other responsibilities that may arise in a fast-moving, startup environment. See less

# Other recent grads

- We also have grads from our program (undergrad and grad) who work at Austin American Statesman/Gatehouse Media, Texas Tribune, HEB, Texas Restaurant Association and more!
- Sean Smith – frontend developer at de//space, Gatehouse Media
- Alyssa Vidales – multimedia producer at Austin American-Statesman
- Alexandra White – digital marketing specialist, Texas Restaurant Association
- Becky Larson – UX designer, USAA

# Grads With More Experience

- Andrew Waldrup – senior product manager, mobile – HEB
- Jordan Viator Slabaugh - Senior Vice President, Digital Group Head – Edelman
- Matt Slabaugh – Director, Texas Monthly General Store
- Ashley Hebler – frontend developer, Texas Tribune

# Tips for getting a digital job

- Consider what area most interests you: coding, social media, multimedia, data
- Look across various job descriptions and titles to identify and focus on skills
- Focus your communications on the job for which you are applying - resume, cover letter, interviews
- In discussion, focus on the needs of the organization first. If it is a social media job, then highlight that aspect of your skills. But if other topics come up, be sure to emphasize that you can also code, shoot and edit video, work with data, set up a Wordpress site, etc.
- Always be prepared with knowledge about the company. Have good questions to ask them. Be ready to provide constructive critique of their digital presence. Focus on strategy and big picture. And be able to answer the question "Why do you want to work here?"
- Network and have a strong online portfolio!