

Jason Gohlke

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A versatile marketing and communications professional with experience advancing mission-driven organizations through effective and creative collaboration

WORK EXPERIENCE

University Communications, UW–Madison, Madison, WI

Marketing and Communications Strategist

April 2020 - present

- Advance the goals of UW–Madison’s Government Relations and Strategic Partnerships units by highlighting the university’s impact on the state of Wisconsin through the Wisconsin Idea Database website and other sites, reports for legislators, targeted social media ads, and emails.
- Help develop and present training sessions, including “Introduction to University Communications and University Marketing” and “Cross-Cultural Communication 102.”
- Create and execute marketing and communications initiatives that strengthen relationships between the university and business, government, community, and tribal leaders.
- Identify, pitch and execute content marketing strategies that support institutional and unit priorities.
- Create content and analyze its effectiveness in social media, digital advertising, employee charitable giving, and diversity, equity and inclusion initiatives.

Pacific Forest Trust, San Francisco, CA

Communications Manager

August 2017 - March 2020

- Managed the organization’s content and strategy for print, social media, email, and the web.
- Led the creation of effective fundraising appeals integrated across print, email, web, and social media.
- Built the organization’s first digital advocacy program and selected and implemented a new eCRM.
- Raised click-to-open rate from 7.6% in 2017 to 13.9% in 2019, after adding new subscribers and quadrupling total emails opened, by using segmentation to deliver relevant, high-quality content.
- Supervised the work of vendors, interns, and 0.25 FTE.

The Next Generation, Oakland, CA

New Media Director

August 2016 - January 2017

- Managed and executed Facebook and Google ad campaigns that got 4.6 million impressions.
- Trained colleagues and candidates in the use of digital campaign tools and effective communication.
- Designed websites for electoral campaigns using NationBuilder and NGP VAN/Every Action.
- Raised more than \$50,000 via email in three months for eight local candidates with small lists.

California League of Conservation Voters (now California EnviroVoters), Oakland, CA

Communications Manager

August 2008 - January 2016

Communications Associate

July 2005 - September 2008

Membership Representative / Web Designer

October 2002 - June 2005

- Designed, wrote, and edited a variety of content for events, email, websites, and social media.
- Managed the production of and edited the *California Environmental Scorecard* online and in print.
- Collaborated extensively with external designers, printers, consultants, and software developers.
- Audited and migrated content during the organization’s website redesign in 2009.
- Advanced organization’s digital marketing and communications capacity.
- Designed and coded responsive theme for CLCV’s Drupal website in 2014.

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WORK EXPERIENCE, *continued*

Minnesota Department of Natural Resources, St. Paul, MN

Web Designer

August 2000 - August 2002

- Redesigned and maintained the website of a high-profile state agency.
- Participated in a collaborative redesign process with internal and external stakeholders around the state.
- Worked closely with in-house developers to design the content management system interface.
- Ensured the department's website met required accessibility standards.
- Conducted usability tests before launching redesigned website.

Minnesota Public Interest Research Group, Minneapolis, MN

Field Organizer / Web Designer

December 1999 - August 2000

- Canvassed Twin Cities residents door to door for fundraising and political action.
- Served as field manager for a crew of up to 15 canvassers.
- Redesigned MPIRG's web site.

HBG New Media, Madison, WI

Web Producer

January 1998 - October 1999

- Innovated web production techniques to convert designs into HTML code and images.
- Served as a key liaison between design, production, and technical staff.
- Designed comprehensive layouts and participated in client, creative, and traffic meetings.

SERVICE EXPERIENCE

Nehemiah "Black History for a New Day" Course Moderator (9 weeks) Spring 2024

UW–Madison University Communications EDI Committee July 2020 - present

UW–Madison Academic Staff Assembly Representative December 2021 - present

UW–Madison Partners in Giving Communications Subcommittee June 2020 - March 2022

RECENT TRAINING

Symposium for the Marketing of Higher Education 2023: American Marketing Association

Big Ten Plus News and Marketing Conference 2021, 2023

Plain Language Certificate: UW–Madison Cultural Linguistic Services

Accessible Social Media 2.0 (webinar): Great Lakes ADA Center

Perspectives: Disability and Ableism Awareness (webinar): UW–Madison Center for User Experience

Bystander Intervention (webinar): Asian Americans Advancing Justice Chicago

Justified Anger: Black History for a New Day (9 live, virtual sessions); **Lean into Allyship** (Zoom): Nehemiah

Managing Stress & Finding Vitality at Work and **Thriving in a Time of Change** (live, virtual): UW–Madison

EDUCATION

University of Wisconsin–Madison, Bachelor's Degree with Distinction.

Double major in Political Science and Art (with Graphic Design concentration).

National Merit Scholarship Finalist. Wisconsin All-State Academic Scholar.