



BIOGRAPHY

Austin Jones

Austin Jones serves as a Marketing Communications Associate, for the Ductile Iron Pipe Research Association (DIPRA), a trade association that provides research, publications, and advisory services to the water industry. He joined the team in April 2025 and is responsible for coordinating marketing initiatives to enhance the visibility of Ductile iron pipe and the DIPRA brand through various channels, including social media, newsletters, brochures, videos, and other promotional materials. His role involves ensuring that all content aligns with the brand's voice and promotes a positive image centered on sustainability, reliability, and environmental stewardship.

Before joining DIPRA, Austin served as a Marketing & Sales Researcher at Diverzify, where he identified sales leads through platforms like ZoomInfo and Construct Connect. Austin also contributed to social media management, SEO, and the creation of business collateral. Prior to that, Austin was an intern at GreenChem Industries, where he assisted with B2B marketing efforts, helped maintain brand consistency across digital channels, and developed materials such as brochures and product line cards. Additionally, he interned at the Stephen C. O'Connell Center, where he assisted in strategizing and executing profitable marketing campaigns through graphic design, photography, and social media engagement, while also conducting thorough market analysis to identify target audiences for effective marketing strategies. Austin graduated from the University of Florida with both a bachelor's degree in Sports Marketing and a Master of Science in Marketing. As an undergrad, he minored in Business Administration.