

Jeremiah Grafsgaard

About

I am a professional communicator, who is an adaptable, motivated, strategic, creative, analytical, critical thinker and idea-generator focused on project completion.

I am a team leader, whose leadership philosophy is to democratically work side-by-side with team members, build strong team identity and promote group members as decision makers.

I have long-term holistic vision and work to see end-goals to fruition.



Top Five Strengths*

1. Strategic
2. Ideation
3. Input
4. Command
5. Intellection

Education

Professional Communication, BA
Metropolitan State University, 2016
Media Literacy Minor – Honors

Skills

- Oral and written communication
- Public speaking & workshops
- Strong presence and rapport
- Eye for design
- Team leadership
- Training and instructional design
- Educating and facilitation
- Conflict resolution
- Social media proficiency
 - YouTube
 - WordPress
 - LinkedIn
 - Twitter
 - Many others
- Content writing, proofing and editing
- Technology platform development
 - Websites (including blogs)
 - PowerApps
 - Emergent technologies
- Mass emailing systems
- Data & analytics
- Budget management exceeding \$580,000.00

Experience

Communication & Media Specialist
Blue Cross and Blue Shield of Minnesota, 2016 – present

Communication Systems Specialist
Army National Guard, 2006 – 2012

Interests

- Aquariums, fish breeding and Scuba diving
- Cacti, tropical plants and gardening for food
- Taxonomy, etymology, languages & linguistics
- Earth environments, eco-systems and outer space
- Reading, web-design and communication
- Painting, photography, drawing and creative projects

Contact

jergrafs@gmail.com

*Top Five Strengths are from Gallup's Clifton Strengths Finder 2.0

Jeremiah Grafsgaard

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Summary

Creative, innovative and talented communication and digital publishing professional, seeking to make positive social impact by leading strategy to enhance existing brand's web and digital content, social platforms, identity, voice, user experiences and events.

Skills

- Effective autonomously and in groups, while building mutually beneficial relationships.
- Communication, presentation, digital media, data & analytics, mass email and design.
- Proficient in HTML, CSS, Marketing Cloud, Pardot, Moosend, Mailchimp, WordPress, Kickstarter, YouTube, Facebook, Twitter, Instagram, LinkedIn, SoundCloud, and more.
- Content management, webinar & video voiceover and digital training development.

Experience

Communication & Media Specialist – *Blue Cross and Blue Shield of Minnesota* – 2016 to Present

- 5 years producing, editing, formatting, publishing and distributing digital content.
- Webmaster – Created, managed, tracked and maintained website.
- Developed and distributed weekly mass emails to over 4,000 external stakeholders.
- Published more than 80 webpages, 900 articles and 300 digital media documents.
- Consulted on weekly content production/development, audience analysis and process.
- Wrote process documentation and training guides.
- Implemented publication submission and content tracking process improvements.
- Trained and supervised 15 direct report contractors in systems, tools and processes.
- Managed projects utilizing research, data and analytics.
- Planned annual event booth, trained and assisted attendees, set up & managed booth.

Communication Systems Specialist – *Army National Guard* – 2006 to 2012

- 6 years of service – Honorably Discharged.
- Deployed 12 months to Al Basra, Iraq – 2009 to 2010.
- Exhibited adaptability in high-risk, unpredictable and time sensitive environments.
- Held secret level security clearance and adhered to protocols.
- Installed, maintained and supported communication network technology, including:
 - Thousands of feet of secure and unsecured network CAT-5 and fiber optic cable.
 - Hundreds of network connector boxes, switches and routers.
 - Transceiver radios and security software in mobile and stationary mounts.

Education

Professional Communication, BA – *Metropolitan State University, Minnesota* – 2016

- Graduated with Magna Cum Laude Honors
- Media Literacy minor
- Student Senate
- Published in literary magazine