

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
- Project planning and implementation
- Public speaking & workshops
- Strong presence and rapport
- Eye for design
- Team leadership
- Training and instructional design
- Educating and facilitation
- Social media proficiency
 - YouTube
 - LinkedIn
 - Twitter
 - Instagram
 - Facebook
 - Many others
- Content writing, proofing, and editing
- Technology platform implementation
 - Websites (including WordPress)
 - HTML and CSS coding
 - PowerApps
 - Emergent technologies
- Mass emailing systems
- Data & analytics
- Budget management exceeding \$580,000.00

Experience

Housing Justice Communication Coordinator
Greater Minnesota Housing Fund, present

Communication & Media Specialist
Blue Cross and Blue Shield of Minnesota, 2016 – 2021

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 & Resources

JerGrafsgaard.com
JerGrafsgaard.com/LinkedIn

jergrafs@gmail.com

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

Jeremiah Grafsgaard

Email: jergrafs@gmail.com

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

- Communication, engagement, presentation, digital media, data reporting, mass email, and design
- Effective autonomously and in groups, while building mutually beneficial relationships
- Content creation, publishing calendar management, webinar & video production, adult training program development, facilitation, and content library management
- Proficient in HTML, CSS, Marketing Cloud, Pardot, Constant Contact, Mailchimp, WordPress, Kickstarter, Zoom, YouTube, Facebook, Twitter, Instagram, LinkedIn, SoundCloud, and more

Experience

Housing Justice Communication Coordinator – *Greater Minnesota Housing Fund* – present

- Plan communication strategies and manage content calendar, while tracking changing priorities
- Plan, develop, write, edit, publish and distribute all content for web/social, print and events
- Webmaster organization's three websites and track, analyze and report on engagement data
- Publish and monitor social media performance to increase audience social engagement
- Engage speakers, plan, and facilitate three virtual Zoom video webinar events, for 90 to 100 registered internal and external regional Minnesota industry stakeholders. Event attendance approximately 70% of registrants. Take initiative for varied tasks and needs as they arise
- Build internal and external stakeholder relationships and identify new solutions to identified needs

Communication & Media Specialist – *Blue Cross and Blue Shield of Minnesota* – 2016 to 2021

- Develop communication plans and manage projects utilizing audience research, data, and analytics
- Plan, schedule, develop, and distribute hundreds of weekly mass emails – each containing two to ten articles – to increase engagement with over 4,500 internal and external stakeholders
- Engage to conceptualize, create, and manage stakeholder website solution and content library
- Five years strategizing, planning, writing, editing, formatting, publishing, and distributing digital content – more than 80 webpages, 900 articles, and 300 digital media documents

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

- Honorably Discharged – International experience on 12-month deployment to Al Basra, Iraq
- Respond with adaptability in high-risk, fast-paced, unpredictable, and time sensitive environments
- Maintain Secret level security clearance, adhere to protocols and manage changing priorities
- Install, maintain, and provide support for communication network technology
- Solve problems strategically, anticipate issues, engage with diverse cross-functional teams

Education

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

- Magna Cum Laude Honors – Media Literacy minor