

# Jeremiah Grafsgaard



## Top Five Strengths\*

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

## About

Creative, innovative, strategic, ideator seeks to implement digital media solutions to accomplish organizational goals.

Entrepreneurial team champion who motivates contributors and promotes team members as thought leaders and personas.

Designs organic and paid media campaigns which meet marketing and communication objectives, while driving strong brand presence.

## Education

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

## Skills

- Team leadership, training, and development
- Effective oral and written communication
- Project planning and implementation
- Public speaking, workshops, & facilitation
- Event Planning – virtual and in-person
- Digital content publishing and storytelling
- Strong presence and rapport
- Design – Adobe Creative Suite and Microsoft
- Training and instructional design
- Paid & organic social media content and ads
- Writing, proofing, and editing
- Website development and web mastering
  - Server hosting, DNS, and FTP management
  - WordPress / WooCommerce
  - HTML and CSS coding
  - Emergent technologies
- Email campaigns and list(s) management
  - Pardot / Marketing Cloud
  - Constant Contact
  - Mailchimp
  - And more
- Video editing
- Campaign performance data & analytics
- Budget management exceeding \$580k

## Experience

**Communication Coordinator**  
Greater Minnesota Housing Fund, 2021 – 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](http://JerGrafsgaard.com)  
[JerGrafsgaard.com/LinkedIn](http://JerGrafsgaard.com/LinkedIn)

[jergrafs@gmail.com](mailto:jergrafs@gmail.com)  
651-335-1641

902 South 24<sup>th</sup> Avenue,  
Hollywood, Florida, 33020

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

# Jeremiah Grafsgaard

Email: jergrafs@gmail.com

Phone: 651-335-1641

## Summary

Creative, analytical, and innovative leader seeks to identify and drive organizational goals through stakeholder relationship building and ideation, planning, implementation, and tracking of effective media, marketing, and communication strategies.

## 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, 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

### **Communication Coordinator** – *Greater Minnesota Housing Fund* – 2021 to Present

- Plan communication strategies and manage content calendar, while tracking changing priorities.
- 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.
- Develop new websites and backups for retention of decommissioned websites and content.
- Publish social media content and monitor performance to increase audience engagement.
- Engage speakers, plan, and facilitate virtual and in-person events, for industry stakeholders.
- 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