



About

Creative, innovative, strategic, ideator, and problem-solver, develops and implements marketing solutions to accomplish organizational goals. Entrepreneurial brand champion drives engagement through audience analysis, relationship building, targeted campaigns, branding compliance, and evidence-based data-driven improvements.

Education

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

Skills

- Project planning and implementation
- Writing, proofing, and editing
- Public speaking, workshops, and facilitation
- Event Planning – virtual and in-person
- Digital content publishing and storytelling
- Design – Adobe Creative Suite and Microsoft
- Paid ad campaigns and organic social media
- Website development and web mastering
 - WordPress / WooCommerce
 - HTML and CSS
 - Hosting, DNS, and FTP
 - Emergent technologies
- Email campaigns and list management
 - Pardot / Marketing Cloud
 - Constant Contact
 - Mailchimp
 - And more
- Video editing and webinar broadcasting
- Campaign performance data & analytics
- CRM - Salesforce and Hubspot
- Customer engagement and audience analysis
- B2B and D2C

Experience

Independent Marketing and Branding Consultant
Self-Employed, 2023 – 2024

Communication Coordinator
Greater Minnesota Housing Fund, 2021 – 2023

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
- Taxonomy, etymology, languages, & linguistics
- Earth environments, eco-systems, and outer space
- Reading, web-design, and communication
- Painting, photography, drawing, and creative projects

Contact and Resources

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Jeremiah Grafsgaard

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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 and 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.

Education

Professional Communication, BA – Metropolitan State University, Minnesota – 2016
Magna Cum Laude Honors – Media Literacy minor

Experience

Independent Marketing and Branding Consultant – Self-Employed – 2023 to Present

- Developed and tracked paid search engine and social media advertising campaigns.
- Website development, content marketing, organic social strategy, search engine optimization.
- Branding – Logo development, graphic design, illustration, brand guidelines, and swag design.
- Promotional pricing strategy, printing logistics, event planning, and targeted email marketing.

Communication Coordinator – Greater Minnesota Housing Fund – 2021 to 2023

- 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.