



DAN THIEDE

CLEAN ENERGY COMMUNICATIONS LEADER



WORK EXPERIENCE

2017 - Present
2014 - 2017
2010 - 2014

- **STRATEGIC COMMUNICATIONS AND ENGAGEMENT DIRECTOR**
- **COMMUNICATIONS MANAGER**
- **COMMUNICATIONS COORDINATOR**

📍 Saint Paul

at Clean Energy Resource Teams, University of MN Extension RSDP

Create, implement, and evaluate communications plans for the Clean Energy Resource Teams (CERTs). Develop and execute outreach and engagement strategies for diverse range of stakeholders. Track program performance and adjust approaches as needed. Lead public relations and media relations and act as key spokesperson. Manage marketing, social media, websites, design, writing, and conferences. Build and sustain partnerships across sectors. Hire and direct communications staff.

2008 - 2010
2007 - 2008

- **CLEAN ENERGY PROGRAM COORDINATOR**
- **CLEAN ENERGY PROGRAM ASSISTANT**

📍 Saint Paul

at The Minnesota Project

Act as lead communications and research staff for suite of clean energy programs, including CERTs. Manage education and outreach via events and conferences, websites, social media, and email marketing. Convene diverse partnerships for policy and implementation efforts.

2006 - Present

- **COMMUNICATIONS SPECIALIST**

📍 Minneapolis

at Private Consulting Business

Provide website, design, marketing, and PR services to several companies.

- Clean Energy Economy Minnesota
- Midwest Renewable Energy Association
- U of M Office of the Vice President for Research
- Great River Greening
- Madison Equities
- RE-AMP Network



EDUCATION

2012 - 2014

- **STRATEGIC COMMUNICATIONS, M.A.**

📍 Minneapolis

Degree focused on study of communications strategy, planning, and evaluation, as well as persuasion and advertising theory. Personal research emphasis on consumer decision-making for renewable energy.

2003 - 2007

- **ENGLISH WRITING + GEOGRAPHY, B.A.**

📍 Saint Paul

at University of St. Thomas

Double major in English with a writing emphasis and Geography, minor in Environmental Studies. Graduated summa cum laude with honors.

GET IN TOUCH

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OVERVIEW

For over eleven years I have directed communications for sustainability and clean energy programs in Minnesota, while also consulting for several organizations. During that time I have become a communications leader with a passion for planning, outreach, and project management. I also have a master's degree in Strategic Communications. This combination of experience and education allows me to deliver on special projects for mission-driven organizations. In 2017 I received a 40 Under 40 award from Midwest Energy News.



SKILLS



Leadership	● ● ● ● ●
Team Building	● ● ● ● ●
Public Relations	● ● ● ● ●
Public Speaking	● ● ● ● ●
Writing + Editing	● ● ● ● ●
Email Marketing	● ● ● ● ●
Event Planning	● ● ● ● ●
Social Media	● ● ● ● ●
Graphic Design	● ● ● ● ●
Video Work	● ● ● ● ●
Agile Development	● ● ● ● ●
Web Design, UI/UX	● ● ● ● ●
Microsoft Office	● ● ● ● ●
Adobe Creative Suite	● ● ● ● ●
Salesforce	● ● ● ● ●
Wordpress	● ● ● ● ●
Drupal	● ● ● ● ●
ArcGIS	● ● ● ● ●