

DAN THIEDE



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 and implement communications plans. Manage brand using industry best practices. Develop and execute outreach and engagement strategies for diverse range of stakeholders. Set content strategy and editorial approach and execute in collaboration with colleagues and external partners. Lead PR and media relations; act as key spokesperson. Manage marketing, social media, websites, design, writing, conferences. Build 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 writing, PR, design, web, and marketing services for organizations.

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



EDUCATION

2012 - 2014

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

📍 Minneapolis

at University of Minnesota School of Journalism

Degree focused on study of communications strategy, planning, and evaluation, as well as persuasion and advertising. 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.

CONTACT



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OVERVIEW

For over twelve years I have directed communications for clean energy programs in Minnesota. During that time I have become an energy and climate communications leader with a passion for strategic planning, content development, media, education, and relationship building. I have a master's degree in Strategic Communications and received a 40 Under 40 Award from Midwest Energy News in 2017. My unique combination of experience and education allows me to deliver on day one for clean energy and other mission-driven organizations.



SKILLS



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|----------------------|-----------|
| Leadership | ● ● ● ● ● |
| Team Building | ● ● ● ● ● |
| Writing + Editing | ● ● ● ● ● |
| Information Design | ● ● ● ● ● |
| Content Marketing | ● ● ● ● ● |
| Brand Journalism | ● ● ● ● ● |
| Social Media | ● ● ● ● ● |
| Graphic Design | ● ● ● ● ● |
| Video Work | ● ● ● ● ● |
| Email Marketing | ● ● ● ● ● |
| Event Planning | ● ● ● ● ● |
| Public Relations | ● ● ● ● ● |
| Public Speaking | ● ● ● ● ● |
| Agile Development | ● ● ● ● ● |
| Web Design, UI/UX | ● ● ● ● ● |
| Microsoft Office | ● ● ● ● ● |
| Adobe Creative Suite | ● ● ● ● ● |
| Salesforce | ● ● ● ● ● |