

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 strategic plans. Convene diverse partners around shared goals to build clean energy in Minnesota. Grow Minnesota's clean energy networks and movement. Drive adoption through education, outreach, narrative change, behavior change, technical assistance. Design and run communications campaigns and programs. Manage marketing, social media, websites, design, writing, conferences. Set content strategy and editorial plan, conduct storytelling. Lead PR and media relations, act as key spokesperson. Support seed grant program. Hire and direct communications staff.

2008 - 2010
2007 - 2008

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

📍 Saint Paul

at The Minnesota Project

Acted as lead communications and research staff for suite of Midwest clean energy and climate efforts. Helped start youth climate and city sustainability programs. Managed education and behavior campaigns. Convened diverse partnerships for policy and implementation.

2007 - Present

- **COMMUNICATIONS SPECIALIST**

📍 Minneapolis

at Private Consulting Business

Provide writing, PR, design, web, and marketing services for Midwest climate and clean energy organizations. Select clients:

- Clean Energy Economy Minnesota
- Great Plains Institute
- Winneshiek Energy District
- RE-AMP Network
- Midwest Renewable Energy Association



EDUCATION

2012 - 2014

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

📍 Minneapolis

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 13 years I have been building the clean energy and climate movement in Minnesota and the Midwest through community-based outreach, engagement, and assistance programs. During that time I have become a clean energy communications leader with a passion for solving the climate crisis, empowering communities, advancing racial and economic equity, and building relationships. I have a master's degree in Strategic Communications and received a 40 Under 40 Award from Midwest Energy News in 2017 for my storytelling and movement-building efforts. Let's work together to rapidly build the clean energy future we need for people, communities, and the planet!



SKILLS



Communications	● ● ● ● ●
Partnership Building	● ● ● ● ●
Program Management	● ● ● ● ●
Writing + Editing	● ● ● ● ●
Graphic Design	● ● ● ● ●
Behavior Change	● ● ● ● ●
Public Speaking	● ● ● ● ●
Social Media	● ● ● ● ●
Growing Networks	● ● ● ● ●
Website Management	● ● ● ● ●
Climate + Clean Tech	● ● ● ● ●
Policy + Research	● ● ● ● ●
Grassroots Organizing	● ● ● ● ●
Public Relations	● ● ● ● ●
Video Production	● ● ● ● ●