

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. Manage vendors. 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 energy, climate, and agriculture efforts. Helped start youth climate and city sustainability programs. Managed education and behavior campaigns. Convened diverse partnerships for policy and implementation.

2006 - Present

- **COMMUNICATIONS SPECIALIST**

📍 Minneapolis

at Private Consulting Business

Provide writing, PR, design, web, and marketing services for organizations.

- 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 fourteen years I have directed communications for clean energy programs in Minnesota. 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. Let's work together to rapidly build the clean energy future we need for people, communities, and the planet!



SKILLS



Writing + Editing	● ● ● ● ●
Information Design	● ● ● ● ●
Content Marketing	● ● ● ● ●
Brand Journalism	● ● ● ● ●
Social Media	● ● ● ● ●
Public Relations	● ● ● ● ●
Public Speaking	● ● ● ● ●
Project Management	● ● ● ● ●
Vendor Management	● ● ● ● ●
Graphic Design	● ● ● ● ●
Video Production	● ● ● ● ●
Email Marketing	● ● ● ● ●
Event Planning	● ● ● ● ●
Web Design, UI/UX	● ● ● ● ●
Microsoft Office	● ● ● ● ●
Adobe Creative Suite	● ● ● ● ●