



DAN THIEDE

ENERGY COMMUNICATIONS LEADER

WORK EXPERIENCE

- 2014 - Present
2010 - 2014
 - CERTs COMMUNICATIONS MANAGER**
 - CERTs COMMUNICATIONS COORDINATOR** 📍 Saint Paul
at University of Minnesota Extension RSDP
Create, implement, and evaluate communications plans for the Clean Energy Resource Teams (CERTs). Develop and execute outreach 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
at University of Minnesota School of Journalism
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

Over the last ten years I have directed communications for energy efficiency and renewable energy programs in Minnesota, while also consulting for several organizations. During that time I have become an energy 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 allow me to deliver in my day to day work and on special projects for mission-driven organizations.

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	● ● ● ● ●