

Adam Dale Jorgensen

ABILITY

Event Management
Media Relations
Volunteer Management
Strategic Planning
Program Development

EXPERIENCE

Sanford Health Hospice - Volunteer Coordinator

01/2017 - Present

- Raise awareness of Hospice through print, WOM and digital media.
- Recruit, train and retain volunteers.
- Coordinate the annual Hospice Memorial event.

Sioux Falls Pride - Marketing Manager

11/2013 - Present

- Manage sponsorship asks.
- Direct all marketing for Sioux Falls Pride.
- Develop relationships with local and national media, venues, business owners and organizations.
- Promote events through live television, radio and printed media.

NARAL Pro-Choice South Dakota - Programming and Development Coordinator

04/2016 - 11/2016

- Directed, managed and implemented fundraising strategies to reach annual goal of \$90,000.
- Designed marketing plans and materials for fundraising, press and educational events.
- Planned and executed social media and marketing strategies to raise awareness and increase membership.

LifeScape - Employment Specialist / Direct Support

08/2013 - 08/2016

- Cultivated relationships with the Sioux Falls area business community.
- Educated business leaders and hiring managers on employing adults with disabilities.
- Maintained positive, energetic work environment for people supported and staff.

*Previous employment from 2009 on, not mentioned. Can discuss.

TECHNOLOGY

Adobe Creative Suite
Microsoft Office Suite
Volgistics
MailChimp
NGP

EDUCATION

University of Sioux Falls

Marketing, Bachelors Degree

Project Management, Bachelors Degree

Southeast Technical Institute

Marketing / Graphic Design, Associates Degree

INTERNSHIP

LifeScape - Foundation and Marketing Intern

- In a learning capacity I worked alongside seasoned staff to create fundraising materials and host events.

VOLUNTEER

The National MS Society

Volunteer Event & Marketing Coordinator

- Direct all marketing efforts, create online and print copy, coordinate fundraising efforts and manage a tight budget.

South Dakota Peace and Justice Center

Marketing and Media Manager

- Re-branded entire organization with a new logo, website and improved social media presence.

2016 Dakotas' Equality Summit

Marketing Manager

- Crafted and managed Marketing plans to increase attendance and awareness.
- Designed print and digital collateral.
- Coordinated media buys and placement.

RECOGNITION

Southeast Technical Institute - Deans List

InternMatch - Freelance contributor for a collegiate advice blog between 2013 - 2015.

Hilton Garden Inn - Great Service Award, endorsed by Governor Dennis Daugaard in 2015.

The Center for Equality - Gold Anchor Volunteerism Award in 2015.