

# Adam Dale Jorgensen

## ABILITY

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Marketing  
Fundraising  
Communications  
Event Planning  
Media Relations

## EXPERIENCE

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### **Sanford Health Hospice** - Volunteer Coordinator

01/2017 - Present

- Manage volunteer schedules in over 12 locations.
- Provide ongoing training for volunteers.
- Recruit volunteers online and in person.

### **Sioux Falls Pride** - President

10/2017 - Present

- Direct fundraising and event coordination for the Sioux Falls Pride Festival and 9 other related events.
- Inspire media outlets and businesses in the Sioux Falls Region to support the LGBT Community through meaningful messaging.
- Manage budgets, timelines and legal agreements.

### **Sioux Falls Pride** - Marketing Manager

11/2013 - 10/2017

- Managed sponsorships and fund development.
- Curated stories and messaging to inspire people to attend the festival and other event offerings.
- Developed relationships with local and national media, venues, business owners and organizations.
- Promoted events through live television, radio and printed media.

### **NARAL Pro-Choice South Dakota** - Programming and Development Coordinator

04/2016 - 11/2016

- Developed collaborative relations with media to further the NARAL's mission.
- Designed marketing plans and materials for fundraising, media and educational events.
- Wrote and proofed letters, emails and social media posts.

### **LifeScope** - 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.
- Incorporated people with disabilities in all areas of business.

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

## TECHNOLOGY

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Adobe Creative Suite  
Microsoft Office Suite  
Volgistics  
MailChimp  
NGP

## EDUCATION

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### **University of Sioux Falls**

Marketing, Bachelors Degree  
Project Management, Bachelors Degree

### **Southeast Technical Institute**

Marketing / Graphic Design, Associates Degree

## INTERNSHIP

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### **LifeScope** - Foundation and Marketing Intern

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

## VOLUNTEER

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### **The National MS Society**

Volunteer Event & Marketing Coordinator

- Coordinate all marketing efforts, create online and print copy and manage fundraising efforts.

### **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 executed Marketing plans to increase attendance and awareness.
- Designed print and digital collateral.
- Coordinated media buys and placement.

## RECOGNITION

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### **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.