

# Adam Dale Jorgensen

## ABILITY

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Marketing  
Fundraising  
Communications  
Event Planning  
Media Relations

## EXPERIENCE

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**ACLU of South Dakota** - Communications Associate

12/2017 - Present

- Collaborate with multi-state team members on rapid fire communications plans.
- Create graphics on demand for social media, websites and print materials.
- Serve as the point of contact for media inquiries.

**Sanford Health Hospice** - Volunteer Coordinator

01/2017 - 12/2017

- Curate monthly newsletter for regional volunteers.
- Market volunteer opportunities through online platforms, word of mouth and public speaking.
- Present volunteer opportunities and hospice program to various community groups.

**Sioux Falls Pride** - President

10/2017 - Present

- Direct Marketing and Fundraising strategies.
- Grow event attendance and presence through community and business partnerships.
- Manage budgets, timelines and legal agreements.

**NARAL Pro-Choice South Dakota** - Programming & Development Coordinator

04/2016 - 11/2016

- Strengthened relationships with local and national media outlets.
- Directed email marketing efforts with targeted and purposeful strategies.
- Wrote copy for social media, letters to the editor and newsletters.

**LifeScape** - Employment Specialist & Marketing Intern

08/2013 - 08/2016

- Educated business owners and hiring managers on employing adults with disabilities.
- Organized photo shoots and media interviews with employed individuals to promote the employment program.
- Created educational marketing materials to promote the organization's programs and successes.

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

## TECHNOLOGY

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Adobe Creative Suite  
Microsoft Office Suite  
Infusionsoft  
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

\*Deans List, 2014

## VOLUNTEER

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**The National MS Society**

02/2017 - Present

Independent Event & Marketing Coordinator

- Created the events website.
- Utilize social media and print marketing tactics.
- Develop fundraising and community partnerships.
- Track donor information to properly recognize sponsorships.

**South Dakota Peace & Justice Center**

02/2016 - 10/2016

Marketing and Media Manager

- Created the organization's website and logo.
- Published Facebook and Twitter posts on a regular basis to promote the organizations mission and goals.
- Drafted newsletters and emails for fundraising purposes.

**2016 Dakotas' Equality Summit**

11/2015 - 09/2016

Marketing Manager

- Crafted, executed and monitored marketing plans.
- Drafted online and print publications.
- Managed email, social media and all other forms of communication.
- Spoke publicly to promote the event.

## BLOG

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**InternMatch**

04/2014 - 04/2015

- Wrote monthly advice blogs for college students seeking employment.
- Researched common concerns of college students to write articles that guide them through their studies.