

Paul Gregersen

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**"Paul Gregersen's energy
and zeal for life are
contagious. Be careful, if
you're around him too
long, you may just want to
go out and do something
you've always wanted to."**

– Cloquet
Pine Journal

Bachelor of Science, Mass Communications
Bachelor of Science, History
St. Cloud State University

Education

Completed 36 credits
Master of Science, Social Responsibility
St. Cloud State University

Marketing Director

Reif Arts Council

Myles Reif Performing Arts Center

October 2018 – August 2021

Membership & Marketing Director

Kitchi Gammi Club

September 2015 – December 2016

Director of Communications & Marketing

The Minneapolis Club

May 2012 – January 2014

Outreach & Education Coordinator

Lakeshore Players Theatre

March 2011 – May 2012

Career History

For 15 years, I've done freelance marketing consulting as well as work as a multimedia journalist for regional and national outlets. paulmarvinarts.com

Skills & Qualifications

View work samples: paulmgregersen.com

-Thorough understanding of journalistic principles, standards, and procedures such as writing press releases, A.P. Style, interviewing and story telling techniques, ethical considerations and investigative methods. Knowledge of freedom of information, media and libel law. Widely published writer, columnist, photographer, videographer and graphic designer for various newspapers, magazines and websites.

-Multimedia journalistic experience for regional and national publications. Specifically in the mediums of writing, photography and video production.

-Ability to generate and maintain a broad network of media contacts including reporters, editors, publishers, art directors and designers from conceptual design to publication for numerous print, web, audio and visual outlets regionally and nationally.

-Dedicated professional with non-profit, business, administrative and executive level experience in sales, communications, public relations, marketing, development and event management. Specifically focusing efforts in the areas of outreach, social responsibility, multicultural education, fundraising, volunteer management, community and media engagement, advertising and market research.

-Proficient in Windows and Macintosh operating systems, Microsoft Office, SPSS, Adobe Creative Suite, InDesign, Photoshop, Bridge, Illustrator, LightRoom, Premiere, Flash, QuarkXpress, Aperture, Final Cut Pro, web design and maintenance using CSS, HTML, Javascript and WordPress.

-Working knowledge of online marketing, web content management, FTP site procedures and social media strategy implementation.

-Strong public speaking skills with an emphasis in interactive and multi-media presentations.

-Analytical skills in research methods, with the ability to quickly analyze complex situations, determine key issues, messages and development of recommendations for communications, marketing and advertising programs.

-Excellent organizational and time management skills, along with the ability to manage complex schedules, while meeting important deadlines.

-Easy going and flexible with the ability to work positively and closely with others in a cooperative team environment, while understanding a non-traditional work schedule may be necessary to accomplish the vision and goals at hand.

-Proven experience coordinating budgets, creative visions, fundraising initiatives, public campaigns, membership drives and special events.

-Experienced in graphic design and pagination along with the distribution of marketing materials including magazines, newsletters, event programs, brochures, posters, press kits, advertisements, audio and video segments, flyers and direct mail pieces.

-Ability to work effectively with children, adults, seniors, families and colleagues from a variety of ethnic, racial, cultural and diverse backgrounds. At the same time, inspiring and empowering staff, board, community members and donors through a community centric approach.

-Demonstrated ability overseeing emergency and crisis management, specifically in the areas of communications, media and client relations.

-Enthusiastic and positive with the ability to maintain high energy over long periods, whether directing a team or working independently.