

# 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 26 credits (11 remaining)  
Master of Science, Social Responsibility  
St. Cloud State University

## Career History

Executive Director  
Laurentian Arts & Culture Alliance  
Lyric Center for the Arts  
October 2021 – Present

Marketing Director  
Reif Arts Council  
Myles Reif Performing Arts Center  
October 2018 – September 2021

Membership & Marketing Director  
Kitchi Gammi Club  
September 2015 – December 2016

Director of Communications & Marketing  
The Minneapolis Club  
May 2012 – January 2014

For 20 years, I've done freelance marketing consulting as well as multimedia journalism work for regional and national outlets. I am also a multimedia artist. [paulgregersen.com](http://paulgregersen.com).

Currently, I serve as Vice President on the REVIVE Virginia and Minnesota Music Coalition boards of directors.

## Skills & Qualifications

-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, strategic 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, fliers 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.

-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.

-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.