

# Adam Dale Jorgensen

## Education

2014 - 2016

**University of Sioux Falls**  
Double BA, Marketing & Project Management

2012 - 2014

**Southeast Technical Institute**  
AA, Graphic Design

## Skills

- Analytics
- Networking
- Content Creation
- Problem-Solving
- Public Relations

## Tech

**Social Media Management**  
AgoraPulse, Hootsuite, Metricool

**Content Management**  
Drupal, Squarespace, Wordpress

**Analytics**  
Crowdtangle, Google Analytics, Sailthru, and Heap

**Graphics & Video**  
Adobe Photoshop, Illustrator, and Premiere Pro

## Cont. Education

2023 - Present

**Billie Sutton Leadership Institute**  
Year-long leadership program

## Volunteer

2020 - Present

**Minnehaha County**  
Precinct Deputy

2020 - 2022

**Equality South Dakota**  
Chair

2013 - 2018

**Sioux Falls Pride**  
President

2017 - 2018

**National MS Society**  
Development & Marketing

## Professional Experience

### Dorothy's List • Founder

2023 - Present

- Launched South Dakota's leading community-supported LGBTQ2s+ directory of allied businesses and providers.
- Secured support from over 100 businesses and welcome thousands of visitors to our freshly launched website in the first 30 days.
- Building awareness of services through digital content, collaborations, and earned media pitched to local and national news outlets.
- Collaborated with vendors to create succinctly branded assets, logos, and more to promote Dorothy's List and share its story.

### ACLU • Digital Media Associate

2020 - Present

- Oversee strategy for digital tactics including 21 social media pages.
- Independently pitch high-impact opportunities to increase the visibility and engagement of advocacy, programmatic, and legislative work.
- Cultivate and maintain relationships with influencers and storytellers.
- Co-created a comprehensive year-long digital learning series for 54 affiliate and national offices that covered best practices for digital content staff. Topics included content creation, accessibility in design, campaigns, and TikTok.

### ACLU • Voting Rights Campaign Organizer

6 months of additional duties

- Hosted virtual campaign launch with local media on YouTube featuring stories from coalition partners and voters.
- Illustrated the power of the queer vote and set a positive and forward-thinking tone for the campaign through earned media and organic content.
- Created branded campaign materials that kept the conversation around voting rights fresh and engaging for young and first-time voters.

### ACLU • Communications Associate

2017 - 2020

- Developed a social media strategy that increased engagement by 170% and followers by over 430% on 21 social media platforms in the first year.
- Collaborated with the communications director and advocacy teams to craft, pitch, and promote timely and engaging stories.
- Coordinated with local vendors to produce a robust video storytelling campaign.

### Sanford Health • Volunteer Coordinator

2016 - 2017

- Completely overhauled the volunteer program resulting in a 25% increase of volunteers in less than six months.
- Developed culturally informed training materials to address racial biases, and religious differences on a multi-state team of 250 volunteers.
- Performed a listening tour to improve internal communications and relationships with key staff which boosted morale and collaboration.

### Freelance Strategist

2020 - Present

- Jessica for South Dakota
  - Leveraged paid and organic tactics to raise funds and created a recognizable brand to boost name recognition.
- Sioux Falls CASA
  - Supported a multimedia capital campaign by writing op-eds, creating printed materials, and producing various forms of social media content.