

Adam Dale Jorgensen

adamdalej.com

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

Precinct Deputy
Minnehaha County

2020 - 2022

Chair
Equality South Dakota

2013 - 2018

President
Sioux Falls Pride

2017 - 2018

Director of Marketing and Development
National MS Society

Professional Experience

Founder • Dorothy's List

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.

Digital Media Associate • ACLU

2020 - Present

- Oversee strategy for 21 social media accounts in addition to email, text, and storytelling campaigns.
- Independently pitch high-impact opportunities to increase the visibility and engagement of advocacy, programmatic, and legislative work.
- 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.

Voting Rights Campaign Organizer • ACLU

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 digital content.
- Created branded campaign materials that kept the conversation around voting rights fresh and engaging for young and first-time voters.

Communications Associate • ACLU

2017 - 2020

- Developed a social media strategy that increased engagement by 170% and followers by over 430% on our key social media platforms in the first year.
- Collaborated with national and state-based colleagues to craft, pitch, and promote timely and engaging stories that moved supporters toward action.
- Quickly established friendly and efficient workflows amongst the team.

Volunteer Coordinator • Sanford Health Hospice

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

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

