PAUL M. GREGERSEN

Executive *Storyteller* *Artist*

Marketing and community engagement leader with expertise in shaping and executing enterprise-level community relations, stakeholder engagement, and integrated communications and sales strategies. Demonstrated success aligning community initiatives with organizational objectives, brand positioning, and business development priorities across complex, multi-stakeholder environments. Recognized for building high-impact partnerships, leading ambassador and volunteer programs, and representing organizations through executive-level presentations, media engagement, and public forums. Brings a strong track record in team leadership, budget stewardship, change management, and innovation, supported by advanced analytical, digital, and multimedia capabilities. Trusted advisor known for driving sustainable community impact while strengthening organizational reputation, influence, and revenue.

612.223.4579 paulmgregersen@gmail.com linkedin.com/in/paulgregersen/ paulgregersen.com

EXPERIENCE

2021 - Current
Virginia
Minnesota

Executive Director / Cultures, Humanities, and Arts on the Iron Range

Oversee all aspects of a 501(c)(3) organization including strategic planning, messaging, and board relations. Develop and manage budgets, lead fundraising through donor engagement, grants, and events. Supervise and train staff and volunteers, and implement HR strategies. Maintain and improve a historic 1910 facility. Create a welcoming, safe space for guests and program participants of all ages and backgrounds—especially marginalized communities—while advancing our mission to provide diverse cultural, arts, humanities, and educational opportunities.

2018 - 2021
Grand Rapids
Minnesota

Marketing Director / Myles Reif Performing Arts Center

Developed and executed strategies to boost brand awareness, community engagement, and revenue. Directed multi-channel advertising and outreach campaigns targeting key audiences. Used data to evaluate initiative effectiveness and maintain brand consistency. Adapted business strategies during COVID-19 to sustain operations and programming without interruption.

2015 - 2017
Duluth
Minnesota

Membership and Marketing Director / Kitchi Gammi Club

Created and executed strategies to grow and retain membership at Minnesota's oldest private club. Managed relationships with external stakeholders and maintained member database. Oversaw a $1M membership and marketing budget. Directed all public relations efforts, newsletters, events, social media, and promotional materials.

In 2014 I founded **Paul Marvin Arts LLC**, a marketing and communications company specializing in a variety of services from advertising, branding and multi-media content, to full-scale public relations and community outreach strategies. **paulmarvinarts.com**.

PAUL M. GREGERSEN

Executive *Storyteller* *Artist*

EDUCATION

B.A. in Mass Communications/ St. Cloud State University
B.A. in History / St. Cloud State University

Completed 32 credits toward a M.S. in Social Responsibility at St. Cloud State University.

Marketing Strategy & Brand Stewardship: Demonstrates deep experience leading strategic marketing initiatives, brand development, and campaign execution to strengthen market presence and organizational visibility.

Cross-Functional Collaboration: Demonstrates consistent success partnering with Marketing and Communications teams to deliver integrated engagement, communication, reputation management, and brand awareness initiatives.

Budget Development & Financial Oversight: Brings demonstrated expertise developing, forecasting, and managing budgets for community engagement, marketing, and event initiatives with a focus on accountability and strategic optimization.

Research, Analysis & Strategic Insight: Applies advanced analytical and research expertise to assess complex environments, identify key issues and messages, and develop actionable engagement and communication strategies.

Vendor, Agency & Contractor Management: Maintains a track record selecting, managing, and evaluating vendors, agencies, and contractors to ensure high-quality deliverables, cost-effective outcomes, and increased sales.

Multimedia Content Creation: Demonstrates hands-on experience producing high-quality content as a writer, photographer, videographer, graphic designer, and on-air contributor.

Technology & Digital Engagement Tools: Applies advanced proficiency across Microsoft Office, Adobe Creative Suite, Canva, Salesforce, web platforms (HTML, CSS, WordPress, Wix, Squarespace), social media strategy, and digital content management.

AI & Emerging Technology Application: Leverages emerging technologies and AI tools to enhance workflows, analytics, content creation, and engagement effectiveness.

Media Relations & Journalistic Practice: Brings extensive experience managing media relations using strong journalistic standards, including press release development, AP Style writing, storytelling, interviewing, and ethical compliance.

Media Network Cultivation: Maintains and leverages a broad network of regional and national media relationships across print, digital, broadcast, and visual platforms.

PAUL M. GREGERSEN

Executive *Storyteller* *Artist*

Project & Program Leadership: Offers extensive experience leading complex, multi-stakeholder projects from concept through execution, managing timelines, resources, risks, and performance outcomes.

Change Management & Adoption: Maintains a proven track record driving change management initiatives by securing stakeholder buy-in, integrating new processes, and supporting organizational and cultural transformation.

Innovation & Partnership Development: Champions innovative, collaborative approaches with a history building shared-value partnerships that foster creativity and long-term sustainability.

Team Leadership & Development: Applies strong leadership experience guiding and mentoring teams through role clarity, performance management, and professional development.

Stakeholder Assessment & Relationship Management: Maintains a strong track record assessing, mapping, and prioritizing stakeholders while building and sustaining trusted relationships with community leaders, boards, committees, internal teams, and external partners.

Event Strategy & Production: Brings a strong history leading end-to-end community event strategy and execution, including strategic partnerships, vendor and agency coordination, budget oversight, guest engagement, and post-event evaluation.

Strategic Community Planning & Execution: Applies extensive experience developing and executing comprehensive community engagement strategies aligned with organizational goals, business development priorities, revenue objectives, and long-term brand growth.

Community Education & Public Engagement: Demonstrates a history designing and delivering impactful educational programs, public presentations, and outreach initiatives that enhance credibility, brand awareness, and community trust.

Leadership & Volunteerism: Brings sustained experience in community leadership through board service, committee participation, volunteer coordination, and long-term civic engagement.

Process Development: Leverages deep experience creating and implementing structured engagement frameworks supporting key stakeholder outreach, ambassador programs, volunteerism, and geographically focused initiatives.

Ambassador & Advocacy Leadership: Applies proven expertise identifying, equipping, and managing organizational ambassadors to strengthen advocacy, visibility, and mission alignment.