

**– Greg Seitz –**

1115 Gordon Ave.  
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**Ideas + Implementation**

I am a talented and experienced writer, online content and social media manager, and conservationist. I produce measurable results through thoughtful strategy and diligent execution.

**Work Experience**

2008 - present • Communications Director, Friends of the Boundary Waters Wilderness

*Manage internal and external communications efforts for nonprofit environmental organization*

- Write, edit and publish eight-page quarterly newsletter for 3,000 recipients
- Completely redesigned website and implemented content management system; regularly update website with new content and perform other maintenance
  - ♦ 50 percent increase in average monthly page views since redesign
- Launched organizational Facebook page and built audience of 1,900 fans; developed an engaged audience through dialogue and content management
  - ♦ Resulted in approximately 50 new donors during a 2009 fundraising campaign
- Send monthly e-mail newsletter and multiple e-mail action alerts per month
  - ♦ Average message open and click-through rates of 20-25 percent (at or above industry benchmarks)
- Write draft commentary articles and letters-to-the-editor for third-party submission
  - ♦ Printed in Minneapolis *Star Tribune*, St. Paul *Pioneer Press*, Duluth *News-Tribune*
- Write and design fact sheets, brochures, fliers, hand-outs and other materials that are used by the public, legislators, and other audiences
- Perform media outreach including background meetings, press releases, and interviews
- Collaborated with professional filmmaker on production of 25-minute documentary film
- Form positive, productive relationships with citizen and grassroots advocates, business-owners, government agency staff, and other partners
- Write member fundraising letters and grant applications
  - ♦ 2008 end-of-year appeal resulted in 23 percent response rate
- Served as interim Policy Director, winter 2009-2010

2003 - 2008 • Communications Specialist, The Thomson Corporation

*Collaborated with colleagues and business leaders on internal communications, primarily online*

- Led development of internal blogging platform and worked with executive leadership to develop effective blogs that achieved business goals
- Collaborated with technical, communications and business teams to build requirements and prototypes, perform testing, launch, and maintain new features on employee intranet
- Provided consulting, training and technical support to build and maintain intranet sites; created documentation and reference materials to support content managers
- Wrote feature articles for corporate magazine distributed to 40,000 employees
- Managed e-mail communications to groups of up to 15,000 employees

2001 - 2003 • Imaging Specialist, University of Minnesota - College of Biological Sciences

Provided support to faculty and staff in use of Web and audio/visual equipment; worked on project to digitize anthropologist Jane Goodall's slide collection.

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[www.gregseitz.com](http://www.gregseitz.com)

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**Other Activities**

- Board member, Voyageurs National Park Association
- Published two editions of "Esker," a chapbook of prose and poetry
- Created and maintain Facebook page for St. Croix River with 13,000 engaged fans
- Kinnickinnic River Land Trust 2007 "Volunteer of the Year" for work on Land Trust's website
- Maintained personal blogs since 2004; websites since 1999

**Education**

2002 • University of Minnesota

- Bachelor's degree, English
- Creative writing emphasis

1998 • Stillwater Area High School

- Editor-in-chief of award-winning student newspaper
- Awarded Berggren Scholarship for Written and Spoken Word

**Technical Skills**

- WordPress website content management system
- HTML and CSS web programming
- Image editing software
- Google Earth/Maps

**Web and Social Media Portfolio**

- Friends of the Boundary Waters Wilderness: [www.friends-bwca.org](http://www.friends-bwca.org)
  - ♦ Facebook page: [www.facebook.com/BWCAW](http://www.facebook.com/BWCAW)
  - ♦ Twitter: [www.twitter.com/FriendsBWCAW](http://www.twitter.com/FriendsBWCAW)
  - ♦ Precious Waters: [www.preciouswaters.org](http://www.preciouswaters.org)
- Personal homepage and blog: [www.gregseitz.com](http://www.gregseitz.com)
- St. Croix River – Facebook: [www.facebook.com/StCroixRiver](http://www.facebook.com/StCroixRiver)
- Twitter: [www.twitter.com/gregseitz](http://www.twitter.com/gregseitz)
- "Retired" blog: <http://dharmablog.everyday-beat.org>