



# Alex Gaterud

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## EXPERIENCE

### Fast Horse – Minneapolis

#### Account Manager/Copywriter; April 2014 – July 2018

- Led creative, copy-driven projects that powered successful integrated programs and exceeded clients' expectations.
- Concepted and generated creative content, including ad copy, digital videos, websites, brand journalism, social posts and more.
- Ideated and collaborated with creative team and colleagues to develop integrated campaigns that solved challenges large and small.
- Expanded agency marketing and culture through new-business pitches, company blog, special events and more.

### Tiger Oak Publications – Minneapolis

#### Web Editor, Community Lifestyle Magazines; October 2012 – April 2014

- Researched, wrote and edited web content for eight magazine titles.
- Uploaded and managed articles, blog posts and social content.
- Hired, scheduled and managed web interns, and fostered their growth as writers.
- Created and distributed monthly newsletters and social analytics reports for all titles.
- Concepted, planned and executed a total redesign of the website suite.

### Minneapolis Star Tribune – Minneapolis

#### Student Reporter/Freelance Writer; January 2011 – October 2011

- Reported, wrote and edited feature pieces for Minnesota's largest newspaper.
- Learned from editors, reporters, interns and staff in a professional newsroom environment.
- Managed schedules, deadlines and writing demands to produce high-quality, engaging content.

### Radio K – Minneapolis

#### Marketing Director; May 2010 – May 2011

- Formed and executed marketing strategies to grow audience, including web and social goals.
- Grew relationships with venues, promoters and businesses in the arts community.
- Guided and strengthened the Radio K brand through initiatives such as fund drives, rebranding, social media, special events, in-studio compilations, SXSW broadcasts and more.

## EDUCATION

### University of Minnesota – Twin Cities

Honors College of Liberal Arts

B.A. Journalism & Mass Communications, summa cum laude: Spring 2011

alex.gaterud@gmail.com

alexgaterud.com

507.381.3262

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2543 Ulysses St NE  
Minneapolis, MN 55418

## REFERENCES

### Andrew Miller

#### Minneapolis

Media Relations Supervisor

Olson Engage

612.819.7000

andrew.miller@olson.com

### Noel McCormick

#### Spring Lake Park, MN

Vice President

of Advancement

Rise Incorporated

763.783.2832

nmccormick@rise.org

### John Gilman

#### Minneapolis

Senior Graphic Designer

Fast Horse

610.283.4758

john@studiodayjob.com