

## JOEL HAGEN

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joelhagen.journoportfolio.com

### Experienced Communications Specialist

Dynamic and strategic-minded professional with a passion for crafting comprehensive brand experiences. Experienced in content creation, editing, and campaign management.

### Areas of Expertise

Reporting | Editing | Copywriting | Communication Planning | Content Management |  
Campaign Development | Design Thinking | Social Media | AP Style | Marketing Strategy

### Experience

Legrand | AV, Eden Prairie, MN  
**Sr. Content Specialist**

May 2012 - January 2024  
March 2021 - January 2024

Developed unified sales tools for multi-branded teams, newsletters, and a monthly podcast, empowering sales representatives to deliver compelling narratives across all Legrand | AV brands. Collaborated with sales, engineering, channel and human resources departments to support marketing efforts.

Managed and executed thought leadership strategy by researching, writing, posting and promoting relevant topics for our audience.

Located and developed opportunities for growth in industry presence, contributing to heightened brand visibility and recognition.

Earned AV industry credentials as a Certified Technology Specialist.

Updated website on Sitecore, including new landing pages, news and blog pages, and corporate messaging pages.

### Social Engagement and Content Manager

March 2015 - March 2021

Crafted an extensive range of content including blogs, case studies, articles, and landing pages to construct a seamless and holistic content journey tailored to meet the diverse needs of customers. Wrote brand voice guidelines to train the team on proper tone and how to adjust copy for various personas and mediums.

Assisted in the seamless migration of multiple brands onto a consolidated corporate site, streamlining accessibility and enhancing user experience.

Spearheaded social media engagement efforts across social platforms for six brands of Legrand, resulting in a steady annual growth of followers by 20%.

Created content for industry publications including editorials, thought leadership quotes, product news, and blog posts.

Served as site captain for the Better Communities philanthropy team.

### Copywriter and Content Manager

May 2012 - March 2015

Researched and wrote company catalog entries, brochures, collateral material, flyers, eblasts, blogs, website product pages, press releases, case studies and reports on deadline.

Updated and maintained internal communications site for the company.  
Monitored and contributed to social networks.  
Crafted executive-level messaging tailored for company announcements, ensuring clarity, professionalism, and alignment with corporate branding and objectives.

The Creative Group, Minneapolis, MN

April 2012 - April 2015

**Copywriter (Contract)**

Edited copy for a weekly financial newsletter, ensuring accuracy, coherence, and adherence to brand guidelines, thus enhancing the overall communication effectiveness.  
Refined electronic communications and conference materials through editing, resulting in polished and professional deliverables that effectively conveyed key messages to stakeholders.

North Dakota State University, Fargo, ND

January 2007 - September 2011

**Writer and Editor**

Supervised workflow of alumni newsletters, program brochures, collateral material, website-related projects, press releases, and reports on deadline while collaborating with department leaders, external groups, and publications team members.  
Researched, wrote, and edited national award-winning creative copy in AP style for a wide variety of publications in order to build relationships with diverse stakeholders, alumni, and donors.  
Explained complex, technical scientific research from multiple disciplines for general audiences.

**Education and Certifications**

**Master of Fine Arts in Creative Writing**

2006

Minnesota State University Moorhead, Moorhead, MN  
Granted Certificate in Publishing

**Bachelor of Arts in Writing**

2001

University of Evansville, Evansville, IN  
Summa Cum Laude

**Certified Technology Specialist**

2023

AVIXA. Certificate Number 406297  
Exp: March 31, 2026

**Technical Programs**

Microsoft Office | SharePoint | Zoho | Sitecore | Hootsuite | Cloudinary |  
SEMRush | Google Analytics | Riverside | Adobe | InDesign | Photoshop