

## JOEL HAGEN

Minnetonka, MN, 55305 | 612-702-0892 | MrJoelHagen@gmail.com |  
linkedin.com/in/Joel-Hagen/

### Experienced Communications Specialist

Dynamic and strategic-minded professional with a passion for crafting comprehensive brand experiences. Ready for the next challenge. Proficient in collaborating across departments to elevate brand presence and drive market expansion. Experienced in diverse roles including content creation, editing, and brand management. Able to leverage expertise in building engaging narratives and fostering growth in a challenging setting.

### Areas of Expertise

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

### Experience

Legrand | AV, Eden Prairie, MN

May 2012 – January 2024

#### **Sr. Content Specialist**

#### **Social Engagement and Content Manager**

#### **Copywriter/Content Manager**

- 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.
- Engaged and collaborated with fellow channel team members and subject matter experts to support content ideation, creation, activation, and measurement requirements.
- Developed unified sales tools for multi-branded teams, encompassing brand voice guidelines, newsletters, and a monthly podcast, empowering sales representatives to deliver compelling narratives across all Legrand | AV brands.
- Located and developed opportunities for growth in industry presence, contributing to heightened brand visibility and recognition.
- Attained industry credentials as a Certified Technology Specialist to add more authority to thought leadership pieces.
- Assisted in the seamless migration of multiple brands onto a consolidated corporate site, streamlining accessibility and enhancing user experience.
- Spearheaded social media engagement efforts, overseeing content contribution, monitoring, and measurement across Legrand brands' social platforms, resulting in a steady annual growth of followers by 20%.
- Managed product pages, news, and content updates on the website, ensuring relevance and accuracy of information to enhance user engagement.
- Created content for industry publications including editorials, thought leadership quotes, product news, and blog posts.
- 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**

- Edited copy for a weekly financial newsletter, ensuring accuracy, coherence, and adherence to brand guidelines, thus enhancing the overall communication effectiveness.
- Enhanced 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/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 directed at specific and general audiences in order to build relationships with diverse stakeholders, alumni, and donors.
- Developed and applied strategic marketing concepts and managed projects while increasing the scope of duties over time.
- Delivered consistent messaging in both print and web channels about organizational goals and successes.

## **Education**

### **Master of Fine Arts in Creative Writing**

Minnesota State University Moorhead, Moorhead, MN

Granted Certificate in Publishing

### **Bachelor of Arts in Writing**

University of Evansville, Evansville, IN

Summa Cum Laude

### **Certified Technology Specialist**

AVIXA. Certificate Number 406297

Exp: March 31, 2026