



Dan Goldstein, B.A.

Senior Marketing Associate, The Improve Group

Driven by a passion for meaningful relationships, Dan applies flexibility, resourcefulness, and humility to help clients improve and communicate their work. In addition to his role in marketing and business development, Dan enjoys cooking, listening to music, nerding out to sports, and anything that involves being on a Minnesota lake.

Expertise

Facilitation & Training

In facilitating workshops and conducting trainings, Dan focuses on listening to participants to be able to provide customized, helpful support that moves clients' work forward. He is passionate about using tools like Technology of Participation® facilitation methods to guide stakeholders to consensus about important decisions. Dan has delivered in-person and virtual trainings on a variety of subjects, from using and analyzing social media in sexual violence prevention to system navigation tutorials for Home and Community Based Services providers fulfilling federal requirements.

Communications

Dan sees communication as a tool for building connections and solving problems. He works with clients and co-workers to develop strategies for data collection outreach and sharing evaluation findings. He applies expertise in digital communications tools such as social media and newsletter platforms and has helped clients build these systems with their own brand and messaging.

Technology

Dan has a background supporting people's use of technology and sees it as a tool to enhance clients' ability to connect with communities and build a better world. At The Improve Group, he administers the organization's Salesforce system, manages the website and newsletter, and supports clients' website, database, and other technology needs.

Practice Areas

Market Strategies for Social Impact

Professional Experience

The Improve Group | St. Paul, MN | Senior Marketing Associate | 2020-present | Blends expertise in marketing and business development to make the most of information, navigate complexity, and ensure clients' investments of time and money lead to meaningful, sustained impact.

Utilized communications and facilitation skills to support the Minnesota Department of Agriculture in reflecting on its work and coming to consensus on a vision and plan for future cohesive investments in Information Technology.

Provided social media and communications technical assistance to Communities Eliminating Tobacco Inequities grantee organizations (and initiative through the Blue Cross Blue Shield Center for Prevention) to strengthen their inclusive communications efforts within their affected communities.

Helped the Minnesota Department of Human Services in its support for Home and Community Based Services providers implementing new federal mandates by developing video and web tutorials to guide them through the process.

The Improve Group | St. Paul, MN | Marketing Associate | 2018-2020

The Improve Group | St. Paul, MN | Marketing & Communications Assistant | 2013-2018

Apple | Edina, MN | Retail Specialist | 2013-2015 | Provided responsive customer engagement and interaction to enrich lives through technology.

Children's Cancer Research Fund | Edina, MN | Marketing & Communications Intern | 2012 | Strategically planned and executed marketing plans to support organization's fight to end childhood cancer.

Education

University of Minnesota, Twin Cities | Bachelor of Arts in Communications (major) and Management (minor)

Certification

Technology of Participation (ToP)® Facilitation Methods and Strategic Planning | Institute of Cultural Affairs in the U.S.A.