



Tyler Grigg

STRATEGIC COMMUNICATOR,
NONPROFIT LEADER, AND
STORYTELLER

Details

Madison, WI

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Links

[LinkedIn Profile](#)

[Portfolio Website](#)

Skills

Strategic Communications

Internal & External
Communications

Leadership and Management

Strategic Planning

Brand Management

Marketing

Public Relations

Public Speaking

Crisis Management

AI Tools for Comms Optimization

Problem Solver

Content Creation

Dedicated Team Player

Microsoft Office and Adobe Suite

Graphic Design

Video Editing

Media Relations

Cross-Functional Collaboration

Reputation Management

Profile

Results-driven communications professional with over a decade of experience in strategic communications, media relations, and public engagement across government, nonprofit, and health care sectors. Proven ability to develop data-driven storytelling, secure earned media coverage, and craft compelling narratives that enhance brand visibility and public trust. Adept at building strategic partnerships, managing crisis communications, and leading high-impact campaigns. Currently pursuing an MBA with an emphasis on marketing.

Professional Experience

Communications Strategist, WI Department of Health Services (DHS)

2022 – PRESENT

- Lead strategic communication initiatives for Medicaid programs, translating complex policies into accessible messaging.
- Develop multi-channel content including press releases, website content, brochures, and speeches for senior leadership.
- Drive thought leadership by positioning Medicaid leadership as key voices in health care policy discussions.
- Spearhead internal communications for 6,000+ remote employees, enhancing engagement through digital platforms.
- Align public messaging with brand strategy and public perception research, increasing engagement across stakeholder groups.

President & Spokesperson (Volunteer), Madison Area Crime Stoppers

2018 – PRESENT

- Serve as board chair and primary media liaison, overseeing organizational operations and strategic communications.
- Lead media relations efforts, securing press coverage and managing crisis communications for the organization.
- Develop and execute public awareness campaigns, leveraging social media, press releases, and public speaking engagements.
- Strengthen partnerships with law enforcement agencies, community organizations, and local media to enhance public safety initiatives.
- Represent Crime Stoppers at high-profile events, interviews, and public forums.

Public Information Officer (PIO) / Spokesperson, Madison Police Department, Madison, WI

2020 – 2021

- Managed all external and internal communications, serving as the primary spokesperson for the department.
- Led crisis communications efforts, coordinating messaging during critical incidents and high-profile cases.
- Developed and executed media strategies, securing consistent press coverage on law enforcement matters.
- Worked closely with city leaders, police command staff, and government agencies to ensure consistent messaging.
- Prepared speeches, talking points, and press statements for the Chief of Police and city officials.

Interests

Family

Healthcare

Health/Wellness

Camping

Hiking

Traveling

Community Outreach

Videography

Drone Photography

Awards/Achievements

2024 Amazing Teamwork Award - Wisconsin Department of Health Services (DHS)

2020 Mentor - Big Brothers Big Sisters of Dane County

2018 Outstanding Service Award - Madison Police

2012 Lifesaving Award - Madison Police

2001 Eagle Scout - Boy Scouts of America

COVID-19 Task Force Public Information Officer (PIO), Madison Police Department, Madison, WI

2020 – 2021

- Led pandemic communications strategy, managing crisis response and public messaging.
- Developed an internal SharePoint hub for 600+ employees, streamlining public health updates and safety protocols.
- Partnered with city, county, and state officials to coordinate public health messaging and emergency response efforts.
- Drafted press releases, talking points, and executive statements addressing evolving pandemic concerns.

Social Media Manager, Madison Police Department, Madison, WI

2016 – 2021

- Led digital strategy and content creation, managing social media for a department serving 250,000+ residents.
- Increased public engagement by 40%, launching campaigns such as #NightlyLockUp and Porch Pirate Prevention.
- Developed real-time crisis communications, leveraging social media for rapid incident response.
- Created video content, infographics, and interactive media to enhance public engagement.
- Integrated analytics and engagement data into reporting to optimize digital communication strategies.

Police Officer & Law Enforcement Instructor, Madison Police Department, Madison, WI

2009 – 2021

- Served as a patrol officer ensuring public safety through proactive community policing, emergency response, and crime prevention efforts.
- Investigated complex cases, conducted interviews, and collaborated with local, state, and federal law enforcement agencies.
- Built trust with diverse communities, working to enhance transparency and engagement between police and the public.
- Trained new recruits and veteran officers in crisis response, public relations, de-escalation tactics, and procedural justice.
- Led specialized instruction on active shooter response, use-of-force policies, and media interactions, shaping how officers engage with the public.

Education

Master of Business Administration (MBA), Marketing, Marquette University, Milwaukee, WI

2024 – 2026

Bachelor of Arts (BA), Sociology, Legal Studies, Political Science (Minor in Criminal Justice), University of Wisconsin-Madison, Madison, WI

2001 – 2005