Nicholas J. Majerus

Policy & Public Affairs Communications
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SUMMARY

Policy and public-affairs communicator with nearly six years of Minnesota legislative and political communications staff experience and campaign work across five election cycles (2018–2026). Former on-the-record state party spokesperson whose fraud-oversight content for the Minnesota House drove national coverage. Ready to bring rapid-response and earned-media craft to Coinbase's mission of increasing economic freedom.

SKILLS

Policy & legislative communications | On-the-record spokesperson | Earned media & press relations | Rapid response | X (formerly Twitter) & digital strategy | Generative AI with human review
Data analysis in R and Microsoft Excel (regressions, economic models) | Eagle Scout

COMMUNICATIONS & POLICY EXPERIENCE

Minnesota House of Representatives Saint Paul, MN
Political Researcher January 2025 – Present

- Drove national coverage of Minnesota fraud, including Fox News, by building and pitching clips and stories after about a year of committee work that preceded national attention.
- Generated 15M impressions in 2025–2026 as social media lead for the Fraud Prevention and State Agency Oversight Policy Committee.
- Documented and publicized public-record evidence of fraud networks, including a case in which a victim testified before the committee about a year before the individual's arrest.
- Generated 5M+ X (formerly Twitter) impressions in 2025 and 10M in 2026 to date running the caucus's War Room rapid-response account.
- Cut research time and increased posting output with a human-led AI workflow: set the research direction, used Grok to surface leads and draft posts, verified every AI-assisted research lead against primary records before using it, and edited and approved every draft before it was published.

Communications Specialist February 2023 – June 2023; March 2024 – January 2025
Rehired in March 2024 after the Center of the American Experiment role below.

- Secured op-ed placements and earned media for 11 state representatives and the caucus by writing and distributing press releases, op-eds, newsletters, talking points, and social media posts.

Center of the American Experiment Golden Valley, MN
Digital Media Specialist June 2023 – March 2024

- Launched the American Experiment Podcast, reaching 100,000+ impressions in its first month; the show, featuring legislators and other policy guests, is still in production.
- Increased monthly impressions 175%+ and following 25% across six social media pages.

Republican Party of Minnesota Saint Paul, MN
Communications Director November 2021 – December 2022

- Served as the party's on-the-record spokesperson for the 2022 campaign cycle, quoted by the Star Tribune, Pioneer Press, MPR, FOX 9, KSTP, and other Minnesota outlets, and interviewed on radio; professionally media-trained, with working relationships with Minnesota political reporters.
- Led rapid response with communications staff and volunteers: real-time X (formerly Twitter) fact-check threads during statewide and congressional debates, same-day releases on breaking news, and planned releases timed to known events.
- Grew X (formerly Twitter) impressions 22% above the five-year average over the 2022 cycle and 83% above it from June to November 2022.
- Grew Facebook page reach 370% to 1.06M and page visits 225% to 44,374 (November 2021 – November 2022).

Minnesota State Senate Saint Paul, MN
Committee Legislative Assistant January 2021 – January 2023
Veterans and Military Affairs Finance and Policy Committee

- Ran committee hearing operations, including agendas, bill hearing requests, minutes, online filings, and tracking of chief- and co-authored bills through the legislative process.
- Translated committee action into clear written and verbal updates for constituents, media, members, staff, and lobbyists.

CAMPAIGN & CONSULTING

Part-time, election-cycle roles held alongside the staff positions above.

House Republican Campaign Committee (HRCC), Minnesota July 2026 – November 2026
Production Coordinator | 2026 cycle | Part-time

- Produced ads for targeted Minnesota House races, writing scripts, guiding in-district filming, and taking part in ad placement.

NJM Consulting January 2024 – Present
Founder & President | Part-time

- Provided campaign literature design, peer-to-peer texting, talking points, digital ad placement, and social media management for targeted Minnesota House candidates, including about 10 races in the 2026 cycle.

Joe Teirab for Congress June 2024 – November 2024
Social Media Director | 2024 cycle | Part-time

- Generated 2.2M X (formerly Twitter) impressions in six months by creating and publishing all organic content, two to three posts daily on every platform.

EARLIER EXPERIENCE

- Field Staff, Senate Victory Fund (August 2020 – November 2020) and Republican Party of Wisconsin (November 2017 – June 2018): about 13,000 voter contacts.
- Resolution Specialist I, Hartfiel Automation (September 2019 – July 2020): customer credit checks and accounts receivable.
- Digital Content Manager, Minnesota Republic (August 2018 – September 2019): launched a weekly podcast; grew social interactions 47%.
- Legislative Intern, Minnesota Senate Jobs and Economic Growth Committee (January 2019 – May 2019): legislation and nonprofit-funding research.

EDUCATION

University of Minnesota – Twin Cities May 2020
Bachelor of Arts in Economics