

# TED F. DAHLSTROM

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## COMMUNICATIONS PROFESSIONAL

- Highly skilled communications strategist with a demonstrated history of architecting and delivering impactful messaging in the private sector, government, and nonprofit arenas.
- Direct experience in content development, external & internal communications, issue advocacy, research, and project management. Effective at reaching and engaging diverse constituents at all levels in a highly effective manner.
- Demonstrated in-depth knowledge of all major sports, sports writing, sports betting, sports media and related online and social media content development

**SKILLS & COMPETENCIES** - Writing • Editing • Wordpress Administration • Web Design • Content Development • Internal & External Communications Strategy • Media Relations • Public Relations • Events Management • Press Releases • Digital Content • Brand Compliance • Cross-Functional Leadership • MS Word, Excel & PowerPoint

## EDUCATION

**GONZAGA UNIVERSITY** - Spokane, WA

**Master of Arts in Communication & Leadership Studies** (4.0 GPA)

**UNIVERSITY OF WASHINGTON** - Seattle, WA

**Certificate in Public Relations & Strategic Communication**

**UNIVERSITY OF MONTANA** - Missoula, MT

**Bachelor of Science in Business Administration/Marketing, Minor in Political Science**

## PROFESSIONAL EXPERIENCE & SELECTED ACHIEVEMENTS

**BETTER COLLECTIVE** – Port Orchard, WA

2021 - Present

**Content Strategist**

**Writing & Editing • Content Development • Research • Wordpress Administration**

Working remotely, seamlessly collaborate with colleagues worldwide to build pages throughout the Better Collective portfolio, including Sportshandle.com, ScoresandOdds.com, USBets.com, and Rotogrinders.com. Utilize the latest SaaS platforms, including WordPress, AirTable, Surfer SEO, Google-based applications and Slack. Use project management principles and academic research techniques to independently create 4,000-5,000 words of original content weekly.

**GALLATIN PUBLIC AFFAIRS** - Seattle, WA

2019–2020

**Associate**

**Project Management • Communications Strategy • Research**

Working independently and remotely, seamlessly delivered superior client service to multiple high-profile organizations. Provide strategic communications counsel to high-level company officials. Specific responsibilities include writing, editing, research, message and content development, media relations, media research and monitoring, social and digital media strategy, and operations management for a diverse client base.

**INDEPENDENT CONSULTANT** - Seattle, WA

2014–2019

**Communications Strategist**

Directed creation and execution of multi-platform communications solutions as strategic partner to client C-level executives as independent consultant. Partnered with clients to conceptualize, write, and deliver messaging to key internal and external stakeholders via full spectrum of integrated content, media plans, programs, presentations, press releases, collateral, web, social media, branding, and other content. Notable account engagements:

- **MAGNOLIA COOPERATIVE PRESCHOOL** – Conducted a comprehensive communications audit, created interview and survey models with proposed questions, analyzed existing communications systems and organizational structure, recommended improvements to digital media strategy, troubleshoot and manage Wordpress-based website, and advise senior leadership on operations strategy.
- **GRADFIN** - Partner with CEO of student loan refinancing provider on 360° communications strategy architecture. Created templates for B2B/B2C messaging, including briefings, media kit, social media strategy, and press releases. Authored white paper, articles, fact sheets, and research projects.

**OPTIONS CLEARING CORPORATION** - Washington, DC

2009–2014

**Manager – Government Relations**

**Communications • Political Strategy • Compliance**

Played central role in definition and execution of advocacy strategy for world's largest equity derivatives clearing organization. Architected end-to-end advocacy solutions through leadership in shaping and delivery of internal/external messaging strategy; communication with industry professionals and outside stakeholders on regulatory matters; creation of newsletters, memoranda, educational materials, and official correspondence; event management; compliance reporting; and coordination of outside consultants.

- **Developed messaging strategy and collaborated with Communications team on origination of content.** Led creation of communications architecture and messaging cadences for both traditional and digital platforms, including internal communications materials for several publications and channels designed to strengthen employee engagement.
- **Streamlined and unified internal messaging via creation of monthly industry government relations newsletter.** Built editorial plans, curated content, and produced articles highlighting key developments.
- **Program managed execution of educational seminars, congressional briefings, and social events.** Orchestrated initial planning, scheduling, communications, logistics, vendors, and run-of-show.

**FORWARD WASHINGTON FOUNDATION** - Bellevue, WA

2007–2008

**Executive Director**

**Operations Strategy • Nonprofit Management • Communications & Public Relations**

Managed strategy, day-to-day operation, and OPEX budget of nonpartisan educational foundation building awareness of state-level issues impacting small businesses in role reporting directly to the President. Directed messaging strategy, increasing foundation profile via leadership in communications architecture, public and media relations, handling of press inquiries, and other integrated multiplatform strategies.

- **Wrote press releases, media responses, policy papers, issue briefs, and other official communiques.**
- **Secured coverage in major print and online publications.** Cultivated relationships with editors, journalists, and columnists, producing high-value copy placement.

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**VOLUNTEER LEADERSHIP**

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**REFUGEE WOMEN'S ALLIANCE** - Seattle, WA

Led creation of strategic communication plan promoting immigrant-focused community outreach program.