

TED F. DAHLSTROM

(206) 484-8950 • ted@tedfdahlstrom.com • Port Orchard, WA 98367

LINKEDIN PROFILE: www.linkedin.com/in/tedfdahlstrom

DIGITAL PORTFOLIO: www.tedfdahlstrom.com

SEO CONTENT EDITOR & COMMUNICATIONS PROFESSIONAL

- Highly skilled, self-directed SEO content editor, copywriter, and communications strategist with a demonstrated history of architecting and delivering impactful messaging and content for a variety of audiences.
- Direct experience in SEO strategy, editing, content development, copywriting, research, and project management. Effective at reaching and interfacing with diverse constituents at all organizational levels.

SKILLS & COMPETENCIES Copywriting • Long-form Writing • Editing • Content Management • External Communications Strategy • Project Management • Digital Storytelling • Cross-Functional Team Leadership • SEO Optimization • Web Design • Social Media Strategy • AI strategy

EDUCATION

GONZAGA UNIVERSITY - Spokane, WA

Master of Arts - Communication & Leadership Studies (4.0 GPA, Lambda Pi Eta Honor Society)

UNIVERSITY OF WASHINGTON - Seattle, WA

Certificate - Public Relations & Strategic Communication

UNIVERSITY OF MONTANA - Missoula, MT

Bachelor of Science - Business Administration/Marketing, Political Science Minor

PROFESSIONAL EXPERIENCE & SELECTED ACHIEVEMENTS

BETTER COLLECTIVE - Port Orchard, WA

2021 - Present

SEO Performance Editor

Copywriting • Editing • SEO Strategy • Content Management

Working remotely, collaborate with colleagues worldwide to write, edit, and manage SEO-optimized public-facing content throughout the Better Collective digital portfolio.

- Utilize multiple CMS platforms to develop SEO-focused content designed to increase brand awareness and deepen customer engagement.
- As a team leader, copyedit the work of freelancers and team members to ensure new content meets editorial standards and brand compliance. Independently edit and manage existing content in WordPress in order to increase SERP results and incorporate identified KWs and key phrases.
- Specific copywriting responsibilities have included relevant and engaging copy for several 500-word promotional articles each week along with long-form, evergreen pages that include identified keywords and incorporate SEO best practices for targeted storytelling opportunities.
- Cloud collaboration and CMS tools utilized: WordPress, ButterCMS, AirTable, SurferSEO, ChatGPT, Slack, Trello, and Google-based applications.

GALLATIN PUBLIC AFFAIRS - Seattle, WA

2019–2020

Associate

Project Management • Communications Strategy • Research

Working independently and remotely for a leading professional services company, seamlessly delivered superior client service to multiple high-profile organizations, while providing strategic communications counsel to company officials. Specific responsibilities included copywriting, editing, research, public and media relations, message and content development, social media strategy, and operations management.

INDEPENDENT CONSULTANT - Seattle, WA

2014–2019

Communications Strategist

Partnered with clients to conceptualize, write, and deliver messaging to key internal and external stakeholders via full spectrum of integrated content, media plans, presentations, press releases, collateral, 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, and advised senior leadership on operations strategy.
- **GRADFIN** – Partnered with CEO of growing financial technology company on communications strategy architecture. Created templates for external corporate 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

Government Relations Manager

Communications • Operations Strategy • Advocacy

Played central role in definition and execution of advocacy strategy for world's largest equity derivatives clearing organization. Developed internal and external messaging strategy, managed multiple yearly events, and coordinated outside consultants. Specific writing responsibilities included a monthly newsletter, fact sheets, white papers, presentations, educational materials, and official correspondence.

- **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 designed to strengthen employee engagement.
- **Streamlined and unified internal messaging via creation of monthly industry newsletter.** Built editorial plans, met with employees and external audiences to gather information for communication and advocacy campaigns, curated content, and produced articles highlighting key developments.
- **Program managed execution of educational seminars, congressional briefings, and company events.** Orchestrated initial planning, scheduling, communications, logistics, vendors, and run-of-show.

VOLUNTEER LEADERSHIP

REFUGEE WOMEN'S ALLIANCE - Seattle, WA

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