

Philip Olafsen

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EDUCATION

Wartburg College, Waverly, Iowa
Bachelor of Arts in Communication (public relations emphasis)

May 2006

American University Washington, D.C.
Master's in Strategic Communication: Online Program

Expected Graduation: Fall 2019

WORK EXPERIENCE

Communication Specialist, House Democratic Caucus, WA

January 2019 – Present

Designed and executed earned media plans for six representatives in culturally and geographically diverse districts; framing messaging around legislative priorities: including free and reduced-cost college for low-income students, student debt, transportation, construction, as well as marijuana, alcohol, gambling, and tobacco policy.
Generated content for sex representatives including e-newsletters, press releases, and video scripts, social media communication, talking points, and graphic design.
Crafted caucus messaging for the College & Workforce Development Committee and the Commerce & Gaming Committee.
Coordinated production for videos and podcasts and other multimedia content.
Recorded and edited videos for social media content.

Communication and Special Projects Director, House Democratic Campaign Committee, WA

April – December 2018

Created a strategic communication plan for earned and social media for the HDCC, the first in the history of the organization.
Worked with the HDCC chair to create talking points on key issues.
Designed and ran the Facebook, Twitter, and Instagram pages for the HDCC.
Aided campaigns throughout the state in writing press releases and other earned media deliverables.
Advised on the creation and execution of campaign plans for Democratic state representative campaigns in coastal Washington.
Conducted self-research, opposition research, and district demographics research to inform polling methodology.
Approved final drafts of paid communications; including television, digital, mail, and print.
Helped manage campaign budgets.

Session Communication Aide, House Democratic Caucus, WA

January – April 2018

Executed earned media plans for various representatives, highlighting legislative priorities: including prescription drug cost transparency, affordable housing, and education.
Generated content for four representatives including e-newsletters, press releases, and video scripts.
Helped facilitate caucus town hall and end-of-session summary products.
Coordinated production for videos and podcasts.

Research and Campaign Coordinator, House Democratic Campaign Committee, WA

May 2017 – January 2018

Conducted self-research, opposition research, and district demographics research to inform campaign strategy.
Aided special election candidates with field and communication needs.

Session Aide, House Democratic Caucus, WA

January – May 2017

Designed and executed earned media plans for various representatives, highlighting legislative priorities: including college affordability, homelessness, food policy, religious freedom, and education funding.
Generated content for two representatives and other projects: including e-newsletters, press releases, and video scripts.
Helped facilitate caucus town hall and end-of-session summary products.
Coordinated production for videos and podcasts
Conducted research on behalf of the policy department.

Regional Field Director, House Democratic Campaign Committee, WA

February – December 2016

Advised on the creation and execution of campaign plans for ten campaigns for state representative in seven geographically and economically diverse districts.
Drafted and edited campaign communications; including campaign emails, letters-to-the-editor, and social media.
Conducted self-research, opposition research, and district demographics research to inform polling methodology.
Approved final drafts of paid communications; including television, digital, and mail.
Managed seven campaign budgets, accounting for nearly \$1 million in expenditures.
