

## Philip Olafsen

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### EDUCATION

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

**May 2006**

**American University** Washington, D.C.  
Master of Strategic Communication: Online Program

**December 2019**

### WORK EXPERIENCE

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#### **Communication Specialist, House Democratic Caucus, WA**

**January 2019 – Present**

Designed and executed media plans for the legislative priorities of representatives in diverse districts.

Generated content for six 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, the Commerce and Gaming, and the Local Government committee.

Coordinated production for videos and podcasts and other multimedia content.

#### **Communication & 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.

Advised in the creation and execution of campaign plans for Democratic statehouse campaigns in Coastal Washington.

Conducted self-research, opposition research, and district demographic 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 demographic 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.

Helped facilitate caucus town hall and end-of-session summary products.

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