

D a v e O l s o n

S t o r y M a k e r

Create Write Think **Speak** Produce

Brand Podcast Chillaxin' Blog

Promote **Inspire** Plan Listen Market

Strategize Manage Outreach

Poetry Inter-disciplinary **New**

Media Old Media **Culture** Bridging

Campaigns Audiences Ephemera

Copywriting Publishing Case Study **White**

Paper **Organize Inspire** Encourage

Leadership Green Community Animate

Spark Goodtimes **Rethink** Replenish

Clip for Success!

Briefly

Experienced writer and creative project producer seeks progressive company for long-term collaboration.

Adept at creating, executing and measuring social media-driven marketing campaigns, building brands and sparking conversations.

Contact

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Tw: @uncleweed

CV: <http://linkedin.com/in/daveo>

Discretion appreciated

D a v e O l s o n

S t o r y M a k e r

Work

Director of Fan Communities, MovieSet.com

Created campaigns and initiatives to drive traffic and encourage participation in a site distributing behind-the-scenes footage from movies in production

Community Marketing Evangelist, Raincity Studios

Coordinated marketing, public relations and thought-leadership activities for a fast-growing new media development company, including case studies & conferences

Strategic Advisor, HappyFrog

Initiated policies and planned brand and campaigns for a start-up business directory and social networking community for "green" businesses & consumers

Marketing Coordinator, Elastic Path Software

Launched corporate outreach program for e-commerce company including conference speaking, trade shows, white papers, blogging, podcasting & outreach

Minister of Marketing, Zhonka Broadband

Co-founded DSL Internet service provider (ISP) including writing business plan and funding offering, and supervising corporate governance, tax and IP matters (see also: OlyWa.net)

More

Worked as a bi-lingual beach club host, submarine tour guide, Japanese high school teacher, mushroom farmer, grape picker, chestnut seller, political pollster, college librarian, rock band roadie, bicycle mechanic and fire juggler.

Registered with Library of Congress as Digital Millennium Copyright Agent

Remarks

"Though his hair is kind of wild these days and a thick beard covers most of his face, you can't pigeonhole Dave as a hippie. He's kind of a Renaissance guy who can speak at length on anything from ecology to music to pro hockey."

Chris Simunek, High Times, 2002

"A pioneer of Vancouver's digital and social media scene, Olson, perhaps better known by his online persona Uncle Weed takes an unorthodox approach... that transforms web sites from under-the-radar gliders to high flyers."

Gillian Shaw, Vancouver Sun. 2009

"Dave is an amazing talent: fast, smart, funny and on the tip of the new social media movement."

Ron Williams, Founder, Happyfrog (now 3rdWhale)

More:

<http://www.linkedin.com/in/daveo>

Education

The Evergreen State College, B.A. 2004, Inter-disciplinary Studies - Emphasis in writing, literature, communication, public policy, philosophy, and management strategies

Also attended: University of Utah, University of Guam and Utah Valley State College

Media

Frequently appear in media discussing hockey, technology & cultural topics.

Recent media appearances include: CBC Radio One & Radio 3, CTV, CKNW, Lab with Leo, Urban Rush TV, Vancouver Sun, Vancouver Courier, 24 Hours, The Olympian (WA)

Speak/Publish

Produce series of award-winning podcasts including: "Choogle on", "Postcards from Gravelly Beach", "Canucks Outsider" & contribute to other audio documentary shows

Presented at SXSW09 plus Northern Voice, Vancouver Film School, Net Tuesday, WordCamp Whistler and various community groups

Published essay about transit journey on Translink's Buzzer blog

Wrote essays on counter-culture topics for Magazine including: Heads, High Times, Cannabis Culture, Journal of International Hemp Association

Self-published literary projects including free-verse, epistolary literature, and short fiction

Wrote a column for Menu Magazine about Internet, culture & public policy called "Leveling the Playing Field"

Organizing

Communications Chairman - True North Media House 2010

Organized Drupal Camp Vancouver, Vancouver TransitCamp & contributed to many other grassroots events