

Kurt Dahlstrom

Creative & Marketing Director

Brand, go-to-market, content and social, with a product designer's eye

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SUMMARY

Creative and marketing leader with 25+ years across brand, content, social and go-to-market, backed by deep product-design experience. I've run marketing for a three-campus international school, built a B2B content engine for land surveyors from zero, led social for a championship sports team, and owned brand and product marketing for an IoT company. I make the work myself (design, photo, video, copy) and I lead the teams and vendors who scale it.

SELECTED HIGHLIGHTS

B2B content engine

Built ZiaMap's LinkedIn presence for surveyors: posts reaching ~24k impressions each, plus a weekly newsletter.

Cost savings

Brought Ubicquia's trade-show booth and collateral in-house, saving \$75K+.

Multi-campus marketing

Led marketing, a team of four and the website redesign for a three-campus international school.

Consumer growth

Creative lead for memeTV: 50M+ views, a Top 6 iTunes app, Fox and Showtime partnerships.

EXPERIENCE

Co-Founder & CMO, ZiaMap · Remote

Nov 2025 – Present

- Took the product from beta (May 2026) to live launch.
- Lead marketing, growth and go-to-market, positioning against enterprise vendors for the 53,823 US civil and survey firms with fewer than 20 employees.
- Built a LinkedIn content engine for the surveying audience: posts reaching ~24k impressions each and a weekly long-form newsletter, "Straight and Level."

Founder, 8forty · Wisconsin

Jan 2025 – Present

- Digital marketing agency for small businesses and local contractors: website design and development, AI and local SEO, Google Business Profile, AI marketing automation, social and content, and lead generation.

Marketing Director, Shanghai Community International School · Part-time, hybrid

Feb 2024 – Jun 2025

- Reported to the Head of School; led marketing and communications across three international campuses and a team of four marketers.
- Aligned marketing with enrollment goals alongside the Director of Admissions; managed ad budgets and multi-channel campaigns across Facebook, LinkedIn, WeChat and Xiaohongshu (RedNote).
- Directed the external website redesign, from strategy through vendor selection.

Social Media Director, Shanghai Wolves (CNFL) · Part-time, hybrid

Feb 2023 – Feb 2025

- Ran social strategy for the three-time CNFL champion American football team across Facebook, Instagram, Threads, X and WeChat.
- Produced graphics, photo and video; used analytics to tune the content mix and automated scheduling.

Freelance UX/UI & Graphic Designer · Remote

Nov 2020 – Feb 2022

Director of User Experience, Ubicquia · Fort Lauderdale

Jul 2018 – Oct 2020

- Owned product marketing and unified the brand with Marketing across digital, social, event and print.
- Brought trade-show booth and collateral design in-house, saving \$75K+.
- Directed third-party video and drone crews.

Head of Design & Founder, Givv / GrowRoom · SF Bay Area

Aug 2015 – Sep 2018

- Founded and designed two consumer apps from concept through launch: GrowRoom, a crowdfunding app (first Gateway Incubator cohort), then Givv, a round-up charitable-giving app.

Head of Product & Creative Director, memeTV (formerly ConnectTV) · Emeryville

Dec 2010 – May 2015

- Owned product and creative direction for a social TV app: 50M+ views and a Top 6 app in the iTunes store.
- Co-managed on- and off-shore development teams; delivered co-branded integrations with Fox, Showtime, Evite and ET.
- Led the acquisition of TweetTV for real-time Twitter integration.

New Media Designer, kurt dahlstrom | DESIGN · SF Bay Area

Feb 2008 – 2010

- E-commerce and social-awareness campaigns, pitches and editorial work for agencies and companies.

Photographer, Motorsport.com

Jun 2002 – 2010

- Editorial and corporate motorsport photography (NASCAR, Champ Car, ALMS); clients included Mullen and QuestFore.

Multimedia and Visual Designer, E*TRADE Financial · Menlo Park

Oct 2000 – Dec 2009

- Led a team producing corporate video and live events: stockholder meetings, webinars and leadership conferences; multimedia for banking centers in New York and San Francisco.
- Presentations and annual reports for the CEO and Investor Relations.

Art Director, Redladder

Jan 2000 – Oct 2000

- Built the design and development teams; managed an outside agency through the rebrand.

SKILLS

Marketing: brand strategy, go-to-market, positioning, content and thought-leadership marketing, email, SEO and local SEO, paid campaigns, AI marketing automation

Social: Facebook, Instagram, LinkedIn, Threads, X, WeChat, Xiaohongshu (RedNote); analytics-driven optimization and scheduling

Creative: graphic design, photography, video direction, presentations, trade show and event design, website design

Tools: Adobe Creative Cloud, Figma, DaVinci Resolve, Brevo, Buffer, Claude Code

EDUCATION

Coe College · Business

PORTFOLIO

Case studies at kurtdahlstrom.com: Ubicquia, E*TRADE, Duro + Surefront, ZiaMap.