

# Dan Whiting

Policy and Communications Strategist

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## Summary

Over the past 19 years, I have worked in public policy, communications, and marketing, including strategic planning, management, media relations, writing, website development, video production, project/product management, writing, budgeting, and new business development. This breadth of experience allows me to adapt easily and understand customer, business, and team needs.

## Employment

2011-Present

*Senior Strategist, ADG Creative, Columbia, MD*

Provide strategy and program management for marketing/communication campaigns; manage client relationships, internal teams, and projects; write scripts, proposals, articles, blog posts, and ad copy; develop new business

2009-2011

*Director of Communications, National Alliance of Forest Owners, Washington, DC*

Supported advocacy with strategic communications; developed grassroots/grasstops network and ran a multi-state grasstops campaign; outreached to media; wrote press releases, web content, letters, and white papers; oversaw academic research; built coalitions

2008-2009

*Chief of Staff, Natural Resources Conservation Service, Washington, DC*

Managed the Office of the Chief of the NRCS; built support for the President's priorities with staff and partners; coordinated headquarters' budget development; oversaw implementation of the 2008 Farm Bill

1997-2008

U.S. Senator Larry Craig

2006-2008

*Communications Director, Washington, DC*

Orchestrated all external and internal communications; developed proactive and reactive strategies; executed crises communications; served as the primary spokesman for the Senator; hired and managed a staff of seven; pushed early adoption of new media channels; integrated mail, press, web, and Spanish-language communications under one umbrella

2004-2006

*Press Secretary, Washington, DC*

Primary spokesman for DC press; wrote press releases, speeches, op-eds, and website copy; developed relationships with Idaho and national reporters

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2001-2004	<i>Regional Director, Coeur d'Alene, ID</i> Networked with grassroots/grasstops leaders to understand the communities, legislators, key leaders and influencers and to deliver Senator Craig's messages; focused on economic development, mining, forestry, public lands, and healthcare
1999-2001	<i>Legislative Assistant, Washington, DC</i> Advised the Senator on university research funding, energy and natural resources, public lands, environment, and wildlife; built coalitions; crafted legislation and talking points; met with constituent groups and agencies; delivered remarks
1997-1999	<i>Legislative Correspondent, Washington, DC</i> Crafted letters to constituents on energy, environment, natural resources, public lands, agriculture, and education
<b>Education</b>	
2015	<i>Front End Web Development, General Assembly</i> Learned HTML, CSS, and JavaScript; developed an intuitive, cross-platform Congressional Directory ( <a href="http://www.capitolview.us">www.capitolview.us</a> )
2004-2005	<i>M.A. Management and Entrepreneurship, Regent University</i> Developed a business plan for a lobbying firm that combines lobbying, media, and grassroots/grasstops efforts
1991-1996	<i>B.S. Human Resource Management, University of Idaho</i> President Pro Tempore for the Student Senate and lobbyist for the student body for the 1994 Idaho legislative session
<b>Other Experience</b>	
Present	Write on marketing, advocacy, and innovation <a href="#">Association Marketer</a> <a href="#">Brain Juice</a>
2008	Spokesman while a worker was kidnapped in Afghanistan <i>Asian Rural Life Development Foundation</i>
2005-2008	Lecturer on Media Relations and Writing on Capitol Hill <i>Leadership Institute</i>

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