

# Dan Whiting

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## Value-Adding Skills

Develop and implement multi-faceted strategic and crisis communications; communicate complex subjects; effectively manage and direct team members; team building; can-do attitude; innovative; detail-oriented; strategic; policy expertise in natural resources, endangered species, energy, and the environment

## Experience

### **SENIOR STRATEGIST, ADG CREATIVE, COLUMBIA, MD 2011-PRESENT**

Craft communications strategy; manage client relationships; conduct content management workshops; manage software, video, and design projects; write; find, compete for, and win new business

### **DIRECTOR OF COMMUNICATIONS, NATIONAL ALLIANCE OF FOREST OWNERS, WASHINGTON, DC - 2009-2011**

Represented industrial forest owners to the government; outreached to media; wrote press releases, web content, letters, and white papers; oversaw academic research; developed grassroots network; built coalitions; orchestrated a \$1M+, six-state communications campaign

### **CHIEF OF STAFF, USDA NATURAL RESOURCES CONSERVATION SERVICE, WASHINGTON, DC, 2008-2009**

Managed the Office of the Chief of the NRCS, with 12,000 employees and a \$4 billion budget; built support for the President's priorities for farm and forest conservation with agency staff and partners; coordinated headquarters' budget development; served as the NRCS Chief's representative

### **U.S. SENATOR LARRY CRAIG, 1997-2008**

*Communications Director, Washington, DC - 2006-2008*

Orchestrated all external and internal communications; developed proactive and reactive strategies; executed crisis communications; served as the primary spokesman for the Senator; hired and managed a staff of seven; at the vanguard of using new media in Congress

*Press Secretary, Washington, DC - 2004-2006*

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

*Regional Director, Coeur d'Alene, ID - 2001-2004*

Represented Senator Craig in North Idaho; responsible for knowing the communities, key leaders and influencers; attended community meetings; delivered remarks; helped constituents solve problems

*Legislative Assistant, Washington, DC - 1999-2001*

Advised the Senator on university research funding, energy, natural resources, wildlife, and the environment; built coalitions; crafted legislation and talking points; met with constituent groups and agency representatives; delivered remarks

*Legislative Correspondent, Washington, DC - 1997-1999*

Crafted letters to constituents on energy, environment, natural resources, agriculture, and education

## Education

Regent University, M.A., Management and Entrepreneurship, 2005

University of Idaho, B.S., Human Resources Management, 1996