

# Dan Whiting

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## **SUMMARY**

Over the past 19 years, worked in public policy, communications, and marketing, including strategic planning, management, media relations, legislative, writing, website development, video production, project/product management, budgeting, and new business development. This includes 11 years in the U.S. Senate and time as a Presidential appointee at USDA. This breadth of experience brings a unique understanding to customer, business, and team needs.

## **PROFESSIONAL SKILLS**

### **Strategy**

- Developed strategic and crisis communication plans, including the foundational plan for the National Alliance of Forest Owners.
- Managed the strategic direction and execution of a successful six-state grassroots/grasstops advocacy campaign with a \$1M+ budget.
- Built coalitions with partners to advance shared interests, including one of wildlife conservation, hunting, and fishing groups to renew key federal legislation.

### **Media Relations**

- Outreached and pitched stories to national, regional, local, and trade press, from the *Wall Street Journal* to *Energy and Environment Daily*.
- Developed relationships with key reporters and editors.
- Wrote press releases and pitch e-mails.
- Taught media relations seminars for the Leadership Institute and other groups.
- Coordinated crisis communications for a U.S. Senator and an organization with kidnapped workers in Afghanistan.
- Monitored media coverage and adjusted strategy and tactics based on results.

### **Public Policy**

- Advised U.S. Senator on energy, natural resources, environment, agriculture, public lands, and appropriations.
- Wrote talking points, speeches, memos, regulatory comments, letters, and white papers.
- Lobbied Congress and the Obama Administration.
- Monitored implementation of the 2008 Farm Bill at the USDA Natural Resources Conservation Service (NRCS).
- Enacted President Bush's priorities at NRCS.

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## **Messaging/Writing**

- Managed brand and messaging research, development, and testing.
- Wrote press releases, op-eds, letters-to-the-editor, blog entries, web content, scripts, white papers, fact sheets, brochures, and ad copy.
- Summarized key finds of academic reports to be easily understood by decision makers, reporters, and the public.
- Wrote proposals for new business.
- Presented content marketing workshops.

## **Internal Communications**

- Orchestrated awareness campaigns to include web, e-mail, posters, messaging, and briefings for a worldwide audience of over one million people.
- Designed and wrote e-learning courses for worldwide organizations.

## **PROFESSIONAL EXPERIENCE**

*Communications, Marketing, and Government Relations Consultant* 2016-Present

### **ADG Creative**

*Senior Strategist* 2011-2016

### **National Alliance of Forest Owners**

*Director of Communications* 2009-2011

### **USDA Natural Resources Conservation Service**

*Chief of Staff* 2008-2009

### **Asian Rural Life Development Association**

*Crisis Spokesman* 2008

### **U.S. Senator Larry Craig** 1997-2008

*Communications Director, 2006-2008*

*Press Secretary, 2004-2006*

*Regional Director, North Idaho, 2001-2004*

*Legislative Assistant, 1999-2001*

*Legislative Correspondent, 1997-1999*

## **EDUCATION**

**MA** Management and Entrepreneurship

Regent University

**BS** Human Resource Management

University of Idaho

**Certificate** Front End Web Development

General Assembly

## **VOLUNTEER EXPERIENCE**

*Pro Bono Consultant, Taproot Foundation*

2016-Present

*Instructor for Media Relations and Writing, Leadership Institute*

2006-2008

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