



Over the past 30 years, I have served a host of corporate, association, and nonprofit clients, helping them communicate what matters most about their products, organizations, services, and businesses to a variety of audiences, including trade buyers, consumers, policymakers, members, and other stakeholders. I am proud to have been instrumental in creating ASAE's Power of Associations industry brand, ensuring that policymakers, the public and in the association industry itself is aware of how associations help create a stronger America and world.

I have developed and executed visibility, brand, media, and lifestyle outreach campaigns on behalf of industries and issues including furniture, flowers, yoga, cookware, cleaning products, entrepreneurship, legal, medical illustration, and telemedicine, among others. My collective work has earned numerous awards, including Silver Anvil, SABRE, Gold Circle, Thoth and PR News Platinum.

On behalf of my clients, I have created strategic communications programs and generated media placements in a wide variety of national publications including USA Today, Forbes, NBC News, Washingtonian, Washington Post, Time Magazine, NPR, Associated Press, Reuters, New York Times, and Wall Street Journal, among many others. My trade placement expertise includes interviews and authored articles that enhance clients' reputation and visibility. I also have placed op-eds in national and regional newspapers and publicized major research studies.

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