
DANIEL W. BALL

Washington, D.C. | 330-620-4438 | danielwball1@gmail.com | [LinkedIn](#)

PUBLIC AFFAIRS OFFICER

PUBLIC AFFAIRS | COMMUNICATIONS | STRATEGY | MEDIA RELATIONS

Summary of Qualifications

- **STRATEGIC PUBLIC AFFAIRS OFFICER** with 13+ years of experience in creating and executing strategic communications campaigns, who creates and implements data-driven programs to exceed organization goals and KPIs
 - **PROACTIVE CRISIS COMMUNICATOR** who works closely with internal and external executives and shareholders to establish long-term goals and develop multi-media messaging that reflects organizational values and mission
 - **COLLABORATIVE MEDIA RELATIONS COORDINATOR** who maintains knowledge of and relationships within the local media landscape to increase visibility and improve public opinion of organizational departments and initiatives
-

Areas of Expertise

Communications Planning | Partnership Development | Media Relations | Crisis Communication | Generative AI | Public Relations | Press Releases | Social Media | Strategic Planning | Executive Branding | Internal & External Relations | Public Affairs | Copywriting & Editing | Team Leadership | Cross-Functional Collaboration | Project Management

Professional Experience

PUBLIC AFFAIRS OFFICER

United States Attorney's Office | Washington, D.C.

June 2023 – Present

Public affairs officer, spokesperson, and media relations lead for the U.S. Attorney's Office in Washington, D.C.; advised U.S. Attorney and relevant stakeholders on communications strategies, crisis, and tactics.

- Led strategic communications efforts in response to the January 6th, 2021, U.S. Capitol Breach on behalf of U.S. Attorney's Office for the District of Columbia.
- Created and executed integrated communications campaigns and content programs to enhance understanding of the U.S. Attorney's Office activities, programs and priorities among the general public, and organizations that have stake in the office operations.
- Established and maintained effective and professional working relationships with members of the international, national and local media, including print media such as the Washington Post, New York Times, Wall Street Journal and many TV correspondents on major networks such as NBC, ABC, and CBS news.
- Responded to information requests and served as official Department of Justice spokesperson, in written and oral form, from news media, and specialized and general public inquiries on significant United States Attorney's Office program initiatives.
- Prepared, produced and maintained appropriate written and other communication products, including website content, summaries, brochures, press releases, speeches, articles and newsletters, reporting on the agency's activities, priorities and achievements.
- Provided advice and guidance to the United States Attorney and other executive officials on potential media and public relations issues and crises.

PUBLIC AFFAIRS OFFICER

United States Attorney's Office | Cleveland, OH

March 2020 – May 2023

Communications director, spokesperson, and public information officer for the U.S. Attorney's Office in Cleveland, Ohio; Managed internal and external communications campaigns; Led executive communications initiatives; Advised U.S. Attorney and other principals.

- Created and implemented high-impact strategic communication campaigns annually to advance office mission and maintain stakeholder awareness of office vision and priorities.
- Led messaging delivery across multiple digital and physical channels, including 150+ press releases annually, social media campaigns, partner newsletters, and advertisements, resulting in 31K new website visitors monthly.

- Coordinated with executives, such as the Chiefs of Criminal and Civil Divisions, to direct all strategic planning, media relations, executive branding, and public affairs, resulting in 275 television, 500+ radio, and 3500+ online and print mentions in a year.
- Maintained knowledge of media landscape, worked directly with local and national journalists on stories, and responded to media requests and questions from multiple outlets on a daily basis to help shape public narrative, resulting in 5+ interviews per campaign and 40+ per year.
- Wrote and edited communications documents, including speeches, draft statements, messaging, talking points, keynote addresses, press releases, op-eds, blog posts, editorial calendars, media pitches, presentations, newsletters, and printed materials.

EXTERNAL AFFAIRS SPECIALIST

December 2016 – March 2020

Columbia Gas of Ohio | Cleveland, OH

Administered external affairs and public relations efforts to publicize 100+ gas line infrastructure replacement projects annually throughout the state. Became a trusted partner of C-suite executives by creating a comprehensive high-impact media plan that helped achieve company goals.

- Implemented engaging messaging to city officials and citizens to proactively convey the benefits, impact, and processes of construction projects to maintain community support and safety awareness.
- Collaborated with corporate divisions and customer affairs team to ensure consistent communications across departments, states, and executives.
- Chaired team of 8+ members to develop company-wide crisis communication plan in case of safety incident, resulting in the successful public response to a gas line explosion.
- Identified opportunities to generate positive publicity, such as promoting executives in the public sphere, and measured impact of campaigns through media monitoring tools.
- Worked cross-functionally in matrixed organization and utilized corresponding communications tactics.

ASSISTANT DIRECTOR OF MEDIA RELATIONS

November 2012 – December 2016

City of Cleveland | Office of the Mayor | Cleveland, OH

Deputy Public Information Officer and spokesperson for the city and the mayor, particularly in the areas of crisis communication.

- Managed a team of 3 staff members to oversee daily communications, including multiple media requests, internal materials, and event staffing.
- Led framework for crisis response methods, such as establishing call centers, meetings, and public messaging.
- Served as media point of contact for crisis incidents to facilitate necessary mayoral public responses, convey positions on key issues, and collect feedback and data to improve future crisis response plans.
- Maintained relationships with journalists to identify and execute on opportunities to improve executive branding and public perception of city departments or initiatives.
- Developed media lists, press releases, editorial calendars, website content, and managed city social media accounts.

Additional Experience

EMERGENCY PREPAREDNESS PLANNER | CLEVELAND DEPARTMENT OF PUBLIC HEALTH | CLEVELAND, OH May 2011 – November 2012

Technical Skills

Google Analytics | Critical Mention | Python | Html & CSS | Cision | WordPress | Drupal | Hootsuite | Adobe Suites

Education

MASTER OF BUSINESS ADMINISTRATION CANDIDATE, MARKETING

Bowling Green State University | Bowling Green, Ohio

BACHELOR OF ARTS IN ECONOMICS AND POLITICAL SCIENCE

Ashland University | Ashland, Ohio