

# **jenifer daniels, MA, APR**

**communications consultant at pr for social good**

Charlotte, North Carolina Area, NC, US

communicator fighting for social good

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## **Biography**

Jenifer Daniels is an accredited public relations professional and award-winning educator, Jenifer Daniels co-founded of a social good startup helping brands build bridges to the community. Jenifer has been a featured speaker at Ignite Charlotte 5, trained over 750 in gaining effective communication skills, and crafted the strategy to help an unknown candidate earn a city council seat in the 17th largest US city. Jenifer is the outgoing chair of the City of Charlotte Neighborhood Matching Grants committee. Jenifer has a masters of arts in communication from Wayne State University, and a certificate in nonprofit management from Duke University. You can follow Jenifer on twitter @thefriendraiser & @prforsocialgood.

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## **Availability**

Moderator, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Women, Social Media, Public Relations and Communications

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## **Areas of Expertise**

Community Engagement, Effective Communications, Social Media

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## **Sample Talks**

**Words that Work(ed): Crafting Truthful and Effective Memes**

Using the power of communication to craft truthful and effective memes.

[http://www.netrootsnation.org/nn\\_events/nn-12/crafting-effective-memes/](http://www.netrootsnation.org/nn_events/nn-12/crafting-effective-memes/)

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## **Education**

**Wayne State University**

MA Communications

**Duke University**

Certificate Nonprofit Management

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## Accomplishments

### Accreditation in Public Relations

Established in 1964, the Accreditation Program is the profession's only national post-graduate certification program. It measures a public relations practitioner's fundamental knowledge of communications theory and its application; establishes advanced capabilities in research, strategic planning, implementation and evaluation; and demonstrates a commitment to professional excellence and ethical conduct.

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## Testimonials

### Ruby Reid

'I just wanted to say how much I appreciated your presentation and how you engaged the audience. It was truly awesome, and took our training series to the next level.'

### Jim Dean

'Thanks again for helping make last night's program a big success!' (The Economic Gender Gap, Democracy for America)

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