

With a background in journalism and communications, Danny has observed lots of angles to marketing and branding.

He spent six years with the State Journal as writer and copy editor before moving on to the Charleston Area Alliance, where he served as communications manager for the economic and community development organization.

At CRA, Danny is responsible for client relations and provides leadership and direction on brand strategy. He specializes in earned media, social media, crisis communications and digital strategy and has experience with a client in a variety of fields, including tourism, education, insurance, community development, retail and energy. His list of non-profit clients has included the Charleston CVB, Greenbrier County CVB, Charleston Main Streets, Ronald McDonald House of Southern West Virginia and Mountain State Art & Craft Fair.