Daniel Condit

Communications and Public Affairs Manager

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SUMMARY

Twenty-plus years of military service, most of it in communications and public affairs, plus nearly six years in enterprise data and technical program management. Most recently I ran marketing and communications statewide for the Arkansas Air National Guard as the only marketer on staff, owning the budget, the annual plan, and the campaigns that came out of it. FY24 was the organization's best recruiting year on record. I advise senior executives on messaging and public engagement, run media relations for national events, and lead production teams. I now serve as a Reserve Public Affairs Officer with U.S. Space Force Combat Forces Command.

SKILLS

Communications. Media relations, earned media and pitching, news release writing, crisis communications, executive and stakeholder communications, internal communications, annual communications planning, audience research, campaign management, content calendars, editorial review and release authority, community engagement, partnerships and sponsorships, event planning, SEO

Leadership. Team leadership, staff supervision, production team management, budget ownership, vendor and partnership negotiation, program and project management

Tools. Adobe Creative Cloud, Jira, Confluence, OneTrust, SQL, JavaScript, HTML and CSS

EXPERIENCE

UNITED STATES AIR FORCE · Active Duty, Air National Guard, and Air Force Reserve

Public Affairs Officer, Air Force Reserve (part-time) April 2026 to Present

- Serve on the U.S. Space Force Combat Forces Command public affairs team, covering media relations, command communications, social media, and content strategy.

Public Affairs, Marketing and Budget Officer, Arkansas Air National Guard (full-time) Sept 2022 to April 2026

- Ran marketing and communications statewide as the only marketer on staff, supporting two operational units and a recruiting team of 12 to 15 people.
- Owned a six-figure annual marketing budget across paid media, print, broadcast, and events, and decided where every dollar went.
- Drove 1M+ digital impressions and placed 20,000+ print pieces in schools, community events, and partner venues.
- Ran 20+ marketing events in a single fiscal year. FY24 was the best recruiting year the organization has on record.
- Negotiated exclusive high school sponsorships with the Arkansas Activities Association ($20,000) and the National Interscholastic Cycling Association ($10,000). The Guard was the only military branch in the state with that access.
- Selected by the state's commanding general to build a multi-year marketing plan, then wrote the annual communications plan covering audience research, demographics, channel strategy, and the content calendar, and built the workflows to run it.
- Grew social media engagement about 50% year over year by rebuilding the content mix and posting cadence.
- Advised senior leaders up to the state's commanding general on messaging, campaign direction, and public engagement.
- Coordinated with NASA public affairs during the 2024 total solar eclipse to put Guard experts in front of public audiences, hosted Miss America 2024 for a statewide recruiting push, and booked a recruiter on KATV's Good Morning Arkansas.

Public Affairs Officer, National Guard Marksmanship Training Center (part-time) Jan 2021 to April 2026

- Led public affairs, media relations, and visual coverage for national and international marksmanship championships, including the Winston P. Wilson Championship and the Armed Forces Skill at Arms Meeting.
- Wrote news releases and media advisories that earned coverage from KNWA/KFTA, KFSM 5NEWS, and the Arkansas Democrat-Gazette.
- Led mixed Air Force and Army production teams of up to 10 people and delivered 500+ media products from a single event cycle.
- Supervised and cross-trained junior public affairs staff across four national events, holding output steady with no added headcount or funding.
- Built the unit's social media, outreach, and event coverage playbook from scratch.

Public Affairs Specialist, Oregon and Arkansas Air National Guard (part-time) June 2014 to Jan 2021

- Oregon June 2014 to June 2016, Arkansas June 2016 to January 2021. Wrote news, features, and broadcast pieces for civilian and military audiences, ran community relations, and produced the base publication.

Geospatial Analyst, Air Force Reserve (part-time) June 2008 to June 2014

- Analyzed radar, infrared, and multispectral imagery, supported reconnaissance mission planning, and briefed findings to commanders.

Photographer, Active Duty Air Force Sept 2001 to June 2005

- Shot still and motion imagery for base support and processed U-2 aerial reconnaissance film on special duty.

KINESSO · IPG marketing technology

Technical Program Manager, Digital Responsibility May 2021 to April 2022

- Ran three technical workstreams at once on two-week sprints, from stakeholder mapping through requirements to delivery.
- Led the OneTrust privacy and consent rollout into the Kinesso platform and shipped on schedule.
- Set up program tooling in Jira, Confluence, and Workday, and built the relationships across IPG marketing, data, and privacy teams that kept work moving.

ACXIOM · Enterprise data and marketing technology

Solutions Developer, promoted from Associate Solutions Developer Aug 2016 to March 2021

- Built client-specific data and marketing solutions at very large volume for hundreds of enterprise clients, working directly with account teams and the clients using the software.
- Wrote custom code and automation in SQL, Python, Java, JavaScript, C, and Perl.

RAYTHEON

Intelligence Analyst, Afghanistan April 2010 to Jan 2014

- Spent three years in-country supporting U.S. and NATO forces, exploiting UAV and reconnaissance imagery and writing intelligence reports.

EDUCATION

Master of Science, Space Studies, concentration in astronomy. American Military University.

Bachelor of Applied Science, concentration in information technology. University of Arkansas at Little Rock.

AWARDS AND ELIGIBILITY

Awards. Meritorious Service Medal. Air Force Commendation Medal (2). Army Commendation Medal (2). Air Force Achievement Medal.

Clearance. TS/SCI, adjudication in process.

Eligibility. Military veteran with veterans' preference for federal and Washington State public hiring. Based in Washington State, Pacific Time, fully remote capable.