

Danielle Bayard Jackson

WOMEN'S RELATIONAL
HEALTH EDUCATOR AND
CONTENT CREATOR

MEDIA KIT

www.daniellebayardjackson.com

Hi, I'm Danielle!

SPEAKER/ COACH/ EDUCATOR

Eight years ago, no one was seeking the support of a friendship coach. But times have changed.

I'm a former high school teacher who now uses her education background to share what the latest research has to say about women's cooperation, communication and conflict.

I'm a recurring guest expert on the Emmy-award winning show Tamron Hall, The Skimm, NBC News and The New York Times. My book, **Fighting for our Friendships: The Science and Art of Conflict and Connection in Women's Friendships** was released in May 2024 and has been featured on some of Apple and Spotify's top-ranking shows.

Now I work with organizations to help them design programming, workshops, and curriculum to create connections among their female-dominated teams as the Director of the Women's Relational Health Institute. I also train and certify other women to become a relational health coach through the WRHI Program.



Pictured: Danielle speaks to the women of the NFL's San Francisco 49ers

PRESS



THE GO-TO MEDIA EXPERT ON WOMEN'S FRIENDSHIPS

Danielle's insights have been featured in [Oprah Magazine](#), [Psychology Today](#), [The Wall Street Journal](#), [NPR](#), [Women's Health Magazine](#), [The New York Times](#), and other large media outlets.

She has also been a recurring guest expert on the award-winning daytime series [Tamron Hall Show](#) and shared insights with CBS Sunday Morning and NBC News on the ways friendship influences happiness.

AS SEEN IN

Psychology Today



HUFFPOST



The Washington Post

TED

Testimonials

"Danielle is a deep fountain of knowledge on one of the most important and least practiced areas of human connection - adult friendships."

Daniel Siegel, CEO of Meetup.com

"Danielle is... knowledgeable, engaging and personable. Working with her is a dream."

Anna Goldfarb, New York Times' "friendship correspondent"



Note: Presentations can be personalized to fit your audience's culture and needs.

SPEAKING TOPICS

- ✓ **THE SURPRISING BENEFITS OF FEMALE FRIENDSHIP:** In this talk, Danielle will outline the impact that friendship has on our physical, mental, and emotional health. The audience will leave with research-based strategies to create and deepen bonds with other women.
- ✓ **MANAGING WOMEN'S CONFLICT:** In this talk, Danielle will share research about women's conflict, and share tangible ways that it can be managed in personal and/ or professional settings.

AS SEEN IN

Psychology Today



HUFFPOST



The Washington Post

TED

Speaking

Danielle has been hired to speak by the following organizations:

- Etsy
- National Football League (NFL)
- National Basketball Association (NBA)
- TikTok
- Various sororities (conference keynotes)
- Multiple colleges and universities

The Podcast

FRIEND FORWARD



Danielle's podcast, Friend Forward, was featured by Apple Podcasts as a noteworthy show in 2022 and was ranked by the Today show as one of the “best podcasts for women.”

This is currently the only show that shares the science of women’s platonic connection, and as it grows, women across the world are becoming equipped with both the skills and knowledge necessary to form **better female friendships**.

41k+

unique monthly downloads

1M

total podcast downloads!

4.6

podcast rating



The Book

FIGHTING FOR OUR FRIENDSHIPS



Last summer, Danielle completed a nine-city tour for the release of her new book **Fighting for our Friendships: The Science and Art of Conflict and Connection in Women's Relationships** (Hachette, 2024).

New York Times Bestselling author Christie Tate, New York Times bestselling author Marisa D. Franco, and former New York Times "friendship correspondent Anna Goldfarb all have all personally recommended Danielle's book, highlighting its warmth, research-based insights, and quality content.

Social Media

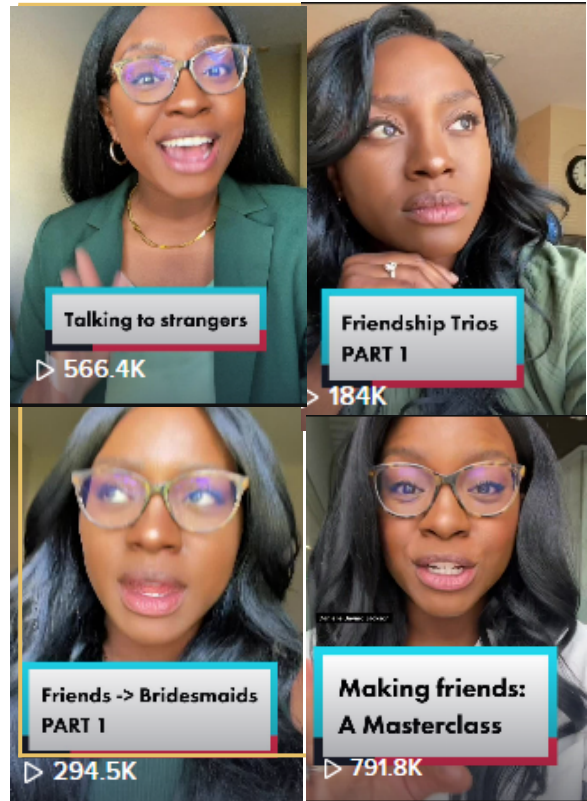


@THEFRIENDSHIPEXPERT

Danielle is a content creator, leveraging social media to provide research-based strategies and insights about female friendships. She currently has nearly 8 million likes and has had several viral videos.

Currently, Danielle has nearly **324,000+** followers on TikTok and **55,000** on Instagram. She has been pursued by several producers and journalists because of the success of her engaging, educational videos.

[[Follow Danielle on Instagram](#)]



Credentials

THE TECHNICAL STUFF

Educator: Danielle was a high school teacher for 6 years and also served as an academic chair in one of the largest counties in the United States. She now uses her background in education to teach the science and psychology of friendship for modern women.

Author: Danielle is the author of *Fighting for our Friendships: The Science and Art of Conflict and Connection in Women's Relationships*. She's also written for [Insider](#) and [Harvard Business Review](#).

Associations: Danielle is a member of the American Sociological Association and Public Relations Society of America and is often recruited by academic institutions to lead workshops and presentations on personal branding and thought leadership.

PARTNERSHIPS



Danielle served as the "resident friendship expert" and spokesperson for Bumble for over a year, promoting the benefits of its new app Bumble for Friends.

Bumble is one of the largest dating platforms **in the world**, and the company partnered with Danielle to leverage her authority and expertise in the friendship space. She also served as a consultant with their research and development teams, and was their spokesperson for satellite media tours and national media appearances.

Danielle is open to partnerships with brands that champion the importance of genuine connection among women. To discuss a partnership/spokesperson arrangement for your brand, contact Sam at samantha@tellpublicrelations.com.



GET IN TOUCH

To partner with Danielle Bayard Jackson, please contact Sam at info@tellpublicrelations.com to share your vision and outline ways you can work together.

info@tellpublicrelations.com
www.betterfemalefriendships.com

