

Danielle Bayard Jackson

WOMEN'S RELATIONAL
HEALTH EDUCATOR

MEDIA KIT



www.daniellebayardjackson.com

Hi. I'm Danielle!

SPEAKER/ COACH/ EDUCATOR

Ten years ago, I was saying goodbye to my classroom after six years as a high school teacher. I was terrified to leave because I thought to myself, "I'm **just** a teacher. I can't do anything else."

I didn't realize that just because I left the classroom, it didn't mean that I'd stop being an educator.

Currently, I study the latest research on women's cooperation, communication, and conflict... and my work has received a lot of national (and international!) attention:

I'm a recurring guest expert on the Emmy-award winning show Tamron Hall, TODAY Show, 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, including the Mel Robbins Show.

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.



Pictured: Danielle leads a workshop with 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 **the Mel Robbins podcast** (see image, below) [Oprah Magazine](#), [Psychology Today](#), [The Wall Street Journal](#), [NPR](#), [Women's Health Magazine](#), [The New York Times](#), and [the TODAY Show](#).

She has also been a recurring guest expert on the award-winning daytime series [Tamron Hall Show](#) (see image, left) 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

Testimonial

“I learned so much. [**Fighting for our Friendships**] is the essential guideline to creating and keeping female friendship alive in your life.”

Mel Robbins, America's #1 podcast host, motivational speaker, NYT bestselling author



Mel Robbins with Danielle Bayard Jackson
(Watch the interview [here](#).)

PRESS



WHY THE MEDIA TRUSTS DANIELLE

Danielle is a professional educator who roots her insights about women's platonic relationships in the latest research.

With her ability to draw practical applications from the data (and to share it in an accessible, often humorous way), Danielle attracts producers who prioritize fresh takes on culturally relevant topics.

AS SEEN IN

Psychology Today



HUFFPOST



The Washington Post

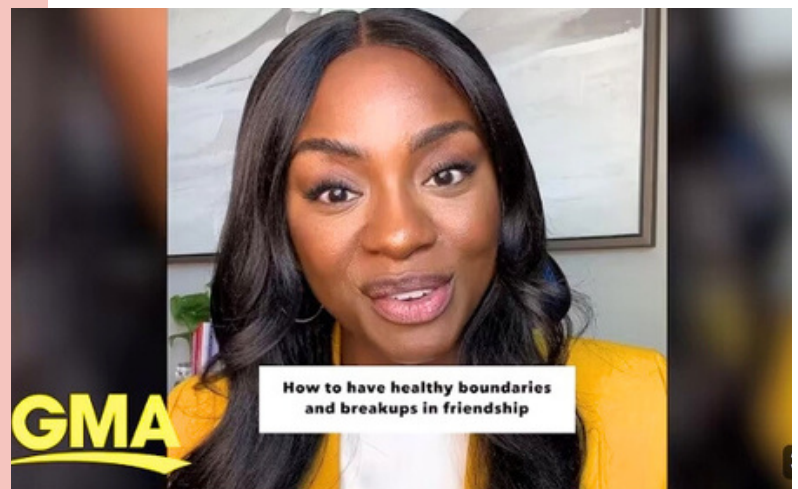
TED

Testimonial

“

Danielle offers hope to those of us looking for a path forward...”

Christie Tate, NYT bestselling author of *Group: How one therapist and a circle of strangers saved my life*



Danielle was recruited by Good Morning America to research and script a video series about the science of friend-making



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.

Speaking

Danielle has been hired to speak by the following organizations:

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

Testimonials

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

Anna Goldfarb, New York Times' "friendship correspondent"

“Danielle is absolutely worth it. She brings authenticity, insight, and a unique ability to connect with people from all walks of life... she delivers substance and soul.”

Stephanie Luzoro, Junior League

The Podcast

FRIEND FORWARD



Danielle's podcast, Friend Forward, 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.

Past guests include:

- Taryn Delanie Smith,
- the hosts of Almost 30
- Morgan Debaun (CEO of Blavity)
- Dr. Marisa G. Franco, NYT bestselling author of Platonic

41k+

unique monthly
downloads

1M+

total podcast downloads!

4.6

podcast rating



The Book

FIGHTING FOR OUR FRIENDSHIPS



In 2024, Danielle coordinated and facilitated 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

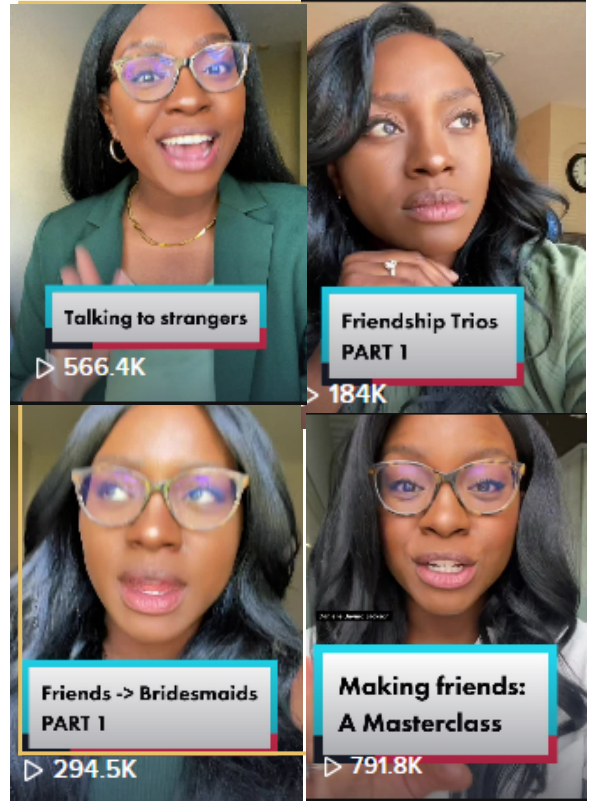


@THEFRIENDSHIPEXPERT

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

Currently, Danielle has nearly **326,000** followers on TikTok and **more than 106k** 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](#), [CNBC](#), 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 recently served as the "resident friendship expert", research consultant, 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 has also partnered with Marshalls, Prime, and Wasa. She's 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 info@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

