

Darcie Rowan

Darcie is the vertical marketing pro of the McAllister Rowan Communications Group. Specializing in crafting pitching platforms and targeting national print and broadcast media, Darcie has been an integral part of numerous publicity and media branding campaigns. She brings a sense of fun and originality to her work by creating realistic and unique strategies that are engineered to achieve client goals and broaden consumer awareness

Before joining forces with partner Meg McAllister in 2002, Darcie gained experience at some of the leading corporate p.r. firms, and amassed more than twenty years of expertise as a media relations specialist promoting clients in the consumer, corporate, lifestyle and publishing fields. Darcie worked at top public relations firms Rubenstein PR, Ruder Finn Worldwide and The Hendra Agency, and her vast array of publishing knowledge was honed as the Director of Publicity for M. Evans Publishing.

During her stint at Ruder Finn's Worldwide Media division, Darcie began to expand beyond media relations into the fields of brand marketing, web content, and strategic consultation, and she oversaw branding campaigns for a number of consumer and technology companies during the height of the dotcom era.

Representing a range of eclectic, controversial and news-making household names - from "The Amazing Kreskin" to Dr. Robert Atkins - Darcie has also promoted leading business world icons including Charles Wang (Computer Associates), James Champy (Reengineering the Corporation), and financial advisor Suze Orman. In addition, Darcie has worked with a number of nonprofit organizations and companies including the Ford Foundation, the Christopher Reeve Foundation, and Hope Aesthetics, a cosmetic company whose products and proceeds benefit cancer survivors and cancer

research.

During her career, she has garnered thousands of national media placements and her rolodex is filled with personal contacts at Oprah, the Today Show, CNN, CNBC-TV, Dateline, 20/20, Hannity & Colmes, MTV, The New York Times, USA Today, Associated Press, Wall Street Journal, Glamour, and many more.

As the co-founder of the McAllister Rowan Communications Group, Darcie has utilized her expertise to expand the company's corporate client base, working with clients such as Barbara Corcoran of The Corcoran Real Estate Group, Aha! Process Inc., and Airborne Health. She's also been instrumental in increasing the company's profile as a leading publishing consultation firm, working with authors and small publishers to educate them on the realities of the business of publishing, and the marketing and advertising of books.

Darcie oversees the running of McAllister Rowan's New York City office, and along with partner Meg shares a management philosophy where building strong client relationships, as well as maintaining an environment of collaboration and work/life balance among the staff of the company's three offices, are the keys to success.

When she is not working or speaking on the topic of public relations, Darcie spends her free time in a number of outdoor pursuits that include boogie board surfing, snow tubing and swimming. A graduate of New York University with a degree in journalism, Darcie resides in Brooklyn with husband Tony and their two "tripod cats" Fred & Jinja and a rowdy Pug named Rodney.

E-Mail Darcie at:

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Darcie@Mcallrow.com{/joso}