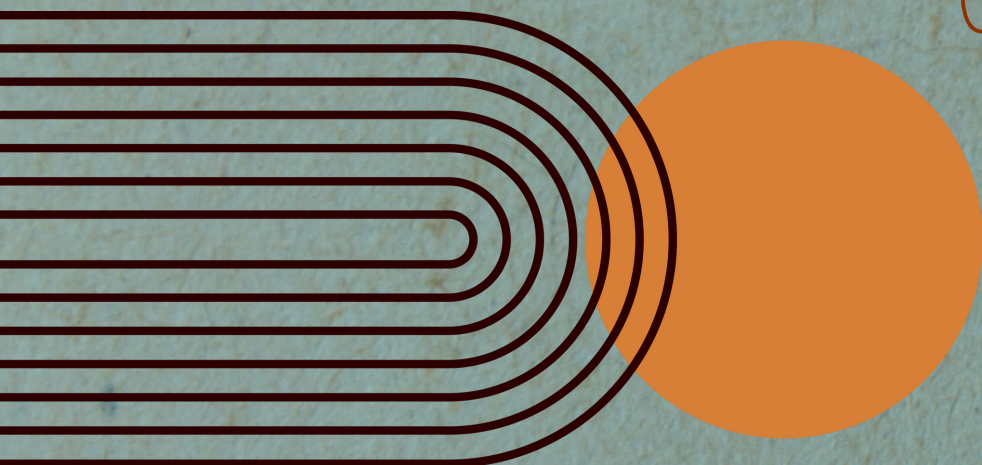




Deesha Dyer

Creating Tangible Change



DEESHA DYER

Who is Deesha Dyer?

Deesha Dyer is an award-winning strategist, community organizer, and seasoned public speaker with an online community of 38,000 people. For nearly two decades, she has produced social impact campaigns across entertainment, politics, philanthropy, and business, specializing in causes that create tangible change. Her most recent endeavor is Hook & Fasten, a social impact firm that is dedicated to building partnerships between communities and companies around the world.



About



At 31, Dyer entered the Obama Administration as a community college intern. Ultimately, she worked her way up to serving as the White House social secretary, in which she coordinated Pope Francis' visit and booked musical legends such as Beyoncé, Bruce Springsteen, and Aretha Franklin. In this role, Dyer built lasting opportunities for those who will follow in her footsteps. She was also a contributing author in the book *West Wingers: Stories from the Dream Chasers, Change Makers, and Hope Creators Inside the Obama White House*.



In December 2019, Dyer finished a fellowship at the Institute of Politics at Harvard University, where she designed and taught a course titled *From Imposter to Impact*. Dyer also recently completed a two-year tenure at the Ford Foundation, and she volunteered as the Bronx Community Relief Effort's operations lead in response to COVID-19. She resides in New York and consults on social impact, executive operations, and mentorships. She also continues to give keynote addresses.

Social Media



@Deesha34

2.3k+



@Deesha Dyer

9.3k+



@DeeDyer267

22.2k+



@Deesha Dyer

2.2k+



Topic Expertise

From Imposter to Impact

Deesha digs deep into the root of imposter syndrome and how a person can overcome it by sharing her story of how she turned feelings of self-doubt due to being a college dropout and working at the White House into success -- rising from intern to social secretary.

Importance of diversity in study abroad and travel

Less than 7% of study abroad students are Black. This talk explores the importance of racial diversity and representation in the travel sector. This talk is for nonprofit, civic, and corporate leaders, hospitality professionals, travel experts, and anyone looking to use their platform to advance a social cause or mission.

Alternative Approaches to Education

This topic is for anyone looking to start over in their professional and personal life. Deesha discusses the obstacles along her unique path to success, earning a degree while working at the White House, and playing a pivotal role in the Obama 2012 re-election campaign.

Diplomacy, Protocol, Events: Entertaining at the White House

From Pope Francis to Beyonce to heads of state, Deesha welcomed the world to “The People’s House” managing every detail -- including decor, menu, protocols, gifts, greetings, security, communications, and the run-of-show. This talk is for event and catering professionals, party and conference planners, hospitality executives, or any and everyone.



As Seen In

Deesha has spoken at hundreds of events nationally and appeared in print publications and on digital platforms appealing to a diverse audience including clients such as, Sony, Toyota, Harvard, University, Summersault, Guru, and Kindred.

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Media Assets



Why Work Together?

Deesha Dyer brings her dynamic, energetic, relatable public speaking experience to the forefront with a powerful perspective that will inspire, captivate, educate and motivate any audience. Her expertise ranges from planning grassroots events to booking the Pope's visit in Washington, D.C. Simply put, her knowledge of social impact in correlation with consulting, events, and strategy is among the best the field can offer. From sponsored posts to speaking engagements, the possibilities are endless, let's connect.

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