



For Immediate Release

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Proof Strategies Add Two More Key Hires to Growing Washington, D.C. Office

Washington, D.C. (June 1, 2026) – [Proof Strategies](#) today announced two new additions to its expanding Washington, D.C. office, welcoming Melanie Goossens as Account Manager and Cameron Saylor as Senior Account Executive.

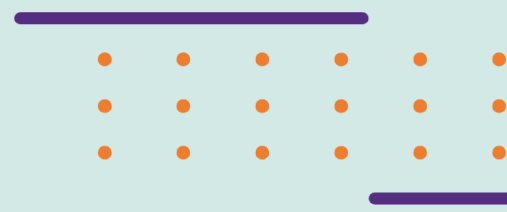
Goossens brings long-term experience working in public relations agencies, including S-3 Group, PLUS Communications and Antenna Group, where she supported public relations, earned media, event planning and strategic communications programs for clients across nonprofit and corporate sectors. She also holds a Master of Arts in Media and Strategic Communication from George Washington University. Goossens will assist across the firm’s nonprofit, corporate and government clients, supporting public relations strategy, earned media outreach, event coordination, client management and media analysis.

Saylor joins Proof with deep experience in clean energy communications and policy, most recently with the American Clean Power Association, where he supported earned and owned communications tied to federal energy policy and clean energy deployment. He has also held communications roles supporting nonprofit advocacy and member organizations, including the American Association for Clinical Chemistry and the National Center for Victims of Crime. Saylor will support public affairs, stakeholder engagement, media monitoring, briefing development and broader communications coordination for energy-focused and government clients.

“Our U.S. office has seen tremendous momentum over the past year, from the launch of our new website and expanded client scopes to new and renewed contracts, new office space and continued team growth,” said Mike Barco, Vice President, Proof Strategies USA. “As we build toward an even stronger fiscal 2027, we are focused on adding greater specialization and deep knowledge of the industries we serve. Melanie and Cameron bring exactly that.”

The staffing additions come as Proof’s Washington, D.C. office continues to expand its U.S. client portfolio and scope of work ahead of the agency’s 25th anniversary in 2026. Together with the office’s recent website launch, expanded client mandates, renewed contracts and new office space, the hires reflect Proof’s continued investment in its U.S. operations and position the team for continued growth in fiscal 2027.

Since first establishing a U.S. office in the nation’s capital, the agency has served clients across a wide range of sectors, including associations, nonprofit and cause-related organizations,



corporate and financial services, education, government, health care and life sciences, sustainability, technology, transportation, and travel and tourism.