

Dahna M. Chandler, MPS

Corporate Communications Advisor ~
Award-Winning Finance Journalist

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Ideal Client Relationships

Specializing in personal finance and wealth management communications, I provide audience-focused, engagement-generating, corporate communications strategy and related content creation services to thriving financial services, insurance, real estate, and select hospitality brands targeting upscale, wealth-focused audiences. I work best with clients with defined corporate communications strategies or content marketing plans who require a remote corporate communicator.

Corporate Communicator Profile

I'm a business professional with corporate communicator expertise and an award-winning business and finance journalism background. My corporate communications specialties include change management, financial/IR, CSR and D&I communications. I'm also a creative, digital communications advisor with over 20 years' experience. I combine my unique skill set to help your organization fill the talent gap for corporate communications strategists with a substantial editorial background and digital marketing communications fluency.

As an award-winning journalist, my goal is to make all corporate communications messaging do for my clients award-winning caliber.

Areas of Expertise

- ✓ **Corporate Communications Strategy:** I offer messaging strategy in internal communications and employee experience messaging, change management communications, post-crisis brand recovery and diversity and inclusion messaging. I provide the approach for and write white papers, ebooks, one-sheets, issue papers, datasheets, case studies as well as CSR, annual and other business reports. I draft mission and vision statements, bios, and corporate backgrounders. As a journalist who knows what editors expect, I write press content with ease.
- ✓ **Digital Marketing Strategy:** I'm skilled in digital media communications with extensive experience producing digital campaigns for clients across business sectors. I offer effective strategies and write specifically for blogs, websites and social media. I'm also experienced and comfortable with using project management, WordPress or other CMS platforms.
- ✓ **Content Development:** I'm a proven expert at writing long- and short-form content. I'm a researcher and interviewer able to develop stories and content from concept to completion. I bring my proven writing ability to all my clients to provide audience-focused, engagement-driven digital content writing and related content communications strategy services..

Select Publication & Content Brand Credits

- | | |
|--|-----------------------------|
| ➤ NBC TODAY | ➤ CreditUnions.com |
| ➤ Hearst Media | ➤ JLL Real Views |
| ➤ Northern Trust Bank | ➤ Trulia |
| ➤ Barclays Investment Bank | ➤ Trusted Choice |
| ➤ Fifth Third Bank Wealth and Asset Management | ➤ The Mortgage Reports |
| ➤ Allianz — Global Investments | ➤ Diners Club International |
| ➤ MetLife | ➤ Hertz |

Professional Experience

Thrive Wealth Communications, Inc.,* Bethesda, MD 2006-Present
Digital Corporate Communications Advisor

I am a corporate messaging strategist and expert content writer with an award-winning business and finance journalist background primarily serving clients in the wealth and financial services industry. I provide communications solutions to the busy communications marketing executives managing thriving corporate communications business units or client accounts in these enterprises. I help you get your written messaging right using my unique skill set. I also assist you in strengthening your current communications plan content fits seamlessly into that content marketing strategy. Specializing in business and finance, particularly in the wealth industry, I make complex messaging audience-friendly and help you deliver effective messaging to your key publics.

E*pifany Communications Group, Inc., Silver Spring, MD 1996 - 2005
Professional Journalist and Publicist

I started my integrated marketing communications and professional finance and business writing career with this firm. I provided regular freelance cover and feature article writing services for major national print magazines. Additionally, I regularly contributed to online publications and newspapers in major markets nationwide, wrote press content, and executed commercially successful publicity campaigns. I also wrote website content and conducted digital communications campaigns.

*(*Thrive Wealth Communications, Inc. is a division of Thrive Media, Inc. under which I'm an incorporated contractor.)*

Professional Digital Marketing Experience

Audience Matters, Inc., Atlanta, GA and Washington, DC Metro 2011- 2015
Digital Marketing and Website Development Consultant

I provided holistic digital marketing campaigns to business, nonprofit and government organizations. My team and I offered website design and development and SEO-focused, content development and writing for robust, lead-generating, converting web presences. Our goal was to amplify client relevance and reach to drive revenue for them. I returned to my first love, content creation, full time in 2015 after moving back to the Washington, DC area.

Nonprofit Activities

The Junior League of Atlanta, Atlanta, GA 2013-2015
I was a member who was a PR & Marketing Co-Chair on Tour of Kitchens 2014.

Nicholas House, Inc., Atlanta, GA 2012-2015
I served on their Board of Directors as Marketing Committee & PR Chair.

Education

Wellesley College, Wellesley, MA
A.B., Political Science

Georgetown University, Washington, DC
Master of Professional Studies—
Corporate Communications
Concentrations: Change Management & Internal
Communications; Learning Organization Development
Graduation: May 2019