

Dahna M. Chandler

Strategic Content Writer & Award-Winning Journalist

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Ideal Projects

I provide lead-generating strategic content writing services to thriving marketing agencies, financial brands, commercial law firms, and small companies. I contribute best to enterprises that have an established content marketing plan and require a remote strategic content writer with my background and expertise for their marketing team. However, I also can help clients improve content marketing strategies under development.

Professional Summary

I'm a creative, strategic content writer with an award-winning journalism background and marketing fluency. With a skill for branding, I've specialized in audience-driven content with a client's voice that converts since beginning digital content writing in 1997. With my strong professional qualifications, I can benefit your organization with strategically written content integrates seamlessly into your content marketing plan and supports your marketing goals and objectives. My aim is to help you hit your next revenue target with your audience-driven content marketing strategy.

And, while I don't write any hard news or do investigative journalism at all now and—in fact, I engage in limited journalism work for trade and lifestyle publications—I'm honored to have earned a first place award for the business and finance cover story I wrote for a major publication in 2005. Today I thrive on doing award-worthy digital content writing work for clients.

Select Publishing Credits

- TrustedChoice.com
- LendingTree.com
- Chase.com
- RaymondJames.com
- AvalaraTrustFile.com
- CreditUnions.com
- Yahoo! Finance
- Lawyernomics
- HR Magazine
- TODAY.com
- WomansDay.com
- CountryLiving.com
- The Senior Beacon
- Black Enterprise Magazine

Areas of Expertise

- ✓ **Strategic Content Writing:** With my journalism background writing feature articles, shorts and service pieces for major print and online publications and blogs, I can write similar long- and short-form editorial content. I'm a researcher and interviewer able to develop brand stories and content from concept to completion. I bring my proven writing ability to all my clients to provide revenue-driven, audience-focused digital content writing and related content marketing strategy services.
- ✓ **Corporate Writing:** In addition to digital content, I provide copy for white papers, ebooks, one-sheets, issue papers, datasheets, case studies and testimonials and business reports. I write mission and vision statements, bios and corporate backgrounders. Also, because of my strong journalism experience, I know what news outlets and their reporters expect, and I write press content with ease.
- ✓ **Digital Marketing/Technology:** I'm skilled in social media marketing with extensive experience producing social campaigns for clients across business sectors, and I can write specifically for digital media. I'm also experienced and comfortable with using project management, WordPress or other CMS platforms.

Professional Writing Experience

Thrive Writing, Inc., * Washington, DC 2006-Present
Strategic Digital Content Writing Consultant

I launched my strategic content writing consultancy to bring my passion for writing audience-focused, lead-generating, and converting content to clients managing thriving enterprises. In addition to digital agencies, financial brands, and law firms, I do limited journalism work for national media outlets and trade publications. Specializing in business and finance, I transform complex concepts into reader-friendly prose, work well remotely and deliver clean copy within scope, on time and budget.

E*pifany Communications Group, Inc., Silver Spring, MD 1997 - 2005
Independent Journalist and Publicity Consultant

I started my online digital marketing and writing career by launching this firm. I provided regular freelance cover and feature article writing services to major national print magazines as well as for online publications and newspapers in major markets nationwide. I also wrote website and press content and designed and executed commercially successful publicity campaigns for a variety of clients in different business sectors.

*(*Thrive Writing, Inc. is a division of Audience First Communications, Inc. of which I'm an incorporated contractor.)*

Professional Digital Marketing Experience

Audience Matters, Inc., Atlanta, GA 2011- 2015
Digital Marketing, Website Development, Consulting, Training, and Management

I provided holistic digital marketing campaigns to business, nonprofit and government organizations. I offered website design and development, branding, social media marketing, SEO, content development and writing to create robust, lead-generating, converting web presences. My goal was to amplify client relevance and reach to drive revenue for them. Wanting to focus primarily on writing, I returned to that full time in 2015.

Community Service Activities

The Junior League of Washington, Washington, DC 2015-Present
I'm an Inactive Member as I pursue graduate study at Georgetown University.

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

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

Education

Wellesley College, Wellesley, MA
A.B., Political Science
Major G.P.A.: 3.9/4.0

Georgetown University, Washington, DC
MPS, PR & Corporate Communications
Expected: May, 2018