

DANA C. HACKLEY

COMMUNICATIONS, PUBLIC RELATIONS,
MARKETING, AND MULTIMEDIA PROFESSIONAL

CONTACT



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99 Seneca Drive
Pittsburgh, PA 15228

SKILLS

- Communications
- Marketing
- Strategic Planning
- Public Relations
- Project Management
- Research Analysis
- Graphic Design
- Social Media Management
- Video Editing
- Website Design
- Copywriting
- Proofreading
- Event Planning
- Professional Training

EDUCATION

Ph.D.

Indiana University of Pennsylvania

Communications Media & Instructional Technology

Masters of Science

Robert Morris University

Communications and Information Systems

Bachelor of Arts

University of Maryland College Park

Journalism

ABOUT ME

Distinguished career reflecting leadership experience, consistent achievement, and collaborative mindset. Proven strengths in marketing, media relations, corporate communications, public relations, instructional technology, and legal marketing.

RELEVANT WORK EXPERIENCE

Technology Communications Manager (Part-time)

Newsweek, Remote

2023 - Present

- Create internal communications, policies, training guides, and videos for the IT Department to share with company leadership, employees, and contractors.
- Assist the IT Help Desk with any internal communications needs, including employee emails and announcements.

Marketing Business Partner

2023 - Jan. 2024

Senior Content Writer

2022- 2023

Davies Group, Remote

- Promoted after a year with the company.
- Coordinated and project-managed all Davies North America marketing activity, including overseeing campaigns, content creation, and events.
- Implemented quality control measures that ensured deliverables met high standards of delivery.
- Created content in varying formats (blogs, case studies, white papers, videos, infographics, presentations).
- Ensured content was in alignment and adhered to the organization's global brand and editorial guidelines.

Marketing Content Specialist

Maven Machines, Pittsburgh, PA

2021 - 2022

- Developed content to market software solutions.
- Identified trends and conducted market research to create professional content that demonstrate thought leadership.
- Collaborated with videographers, photographers, PR firms, and agencies to produce content (blog posts, podcasts, videos, demos) that showcased the company's products and leadership.

Legal Marketing Public Relations Specialist

Jackson Kelly PLLC, Pittsburgh, PA

2019 - 2021

- Designed all advertisements and marketing collateral in both print and digital mediums.
- Created and disseminated all internal and external messages, including emails, newsletters, videos, and official statements.
- Maintained the Firm's website content.
- Managed all social media content, SEO, and corresponding analytics.
- Obtained Advanced Google Analytics certification.
- Planned Pittsburgh office events.

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CAREER HIGHLIGHTS

- Planned the Resilient Pittsburgh strategic plan release panel discussion and celebratory reception for the city's mayoral office.
- Oversaw a team to become a finalist for the ABC television series Battlebots.
- Developed the Avonworth School District mobile app, one of the first in the region for a K-12 school district.
- Produced live news coverage from Baghdad, Kirkuk, Irbil, Mosul, and Basra, Iraq during the second Iraq war.

SOFTWARE

- Microsoft 365 Suite (Teams, SharePoint, OneDrive, Word, Excel, and PowerPoint)
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, and Premiere)
- Canva, Loom, Atlassian, Miro
- Google Apps
- Hubspot, Salesforce, Dynamics
- Blackboard, Moodle, Canvas
- Cision and Meltwater
- Constant Contact, DotDigital, and MailChimp
- Hootsuite
- Slack and Yammer
- Avid Video Editing, Final Cut Pro

Marketing, Program, and Accessibility Coordinator

Chamber Music Pittsburgh, Pittsburgh, PA

2017 - 2019

- Managed all marketing projects, media partnerships, and sponsorships.
- Designed all promotional collateral, including print and digital mediums.
- Oversaw social media content, planning, advertising, and analytics.
- Maintained the organization's website content.
- Managed the ticketing box office, patron requests, and volunteer staff.
- Managed all front-of-house operations for concert events.

Communications Director

Manchester Bidwell Corporation, Pittsburgh, PA

2016 - 2017

- Created and managed five company websites.
- Managed all social media channels, analyzed analytics, and SEO.
- Designed all print, digital, and online marketing materials.
- Wrote press releases, media advisories, and served as spokesperson for the organization.
- Oversaw departmental budget and purchases.

Communications and Relationship Specialist

New Century Careers, Pittsburgh, PA

2015 - 2016

- Maintained website content.
- Managed all social media.
- Created print, digital, and online promotional material.
- Assisted with event management.
- Reviewed and proofread grant reports.

ADDITIONAL EXPERIENCE

Public Relations Roles:

- NASA Digital Learning Network
- Avonworth School District

Communications Faculty at the Following Institutions:

- Harrisburg University of Science and Technology
- Lamar University
- Northern Kentucky University
- Point Park University
- Robert Morris University
- Wheeling Jesuit University
- Youngstown State University

Broadcast Television News Producer Roles:

- WHAS-TV Louisville
- WPXI-TV Pittsburgh
- Sinclair Broadcast Group, Hunt Valley, MD