

DANA C. HACKLEY, PH.D., PMP, CF APMP

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Clearance: Public Trust / LRPT (Tier 1) / DOE and DHS

CAREER SUMMARY

Senior Consultant with 20+ years of experience supporting federal energy, critical materials, infrastructure, technology, and highly regulated programs through applied research, policy analysis, stakeholder engagement, strategic communications, and program implementation support. PMP-certified and skilled at translating complex technical and policy inputs into decision-ready briefings, reports, executive communications, and stakeholder-facing deliverables for federal, public-sector, and B2B audiences.

CORE COMPETENCIES

- **Federal Program Support:** DOE Critical Materials Collective Secretariat Operations, Energy Security, National Laboratory Coordination
- **Technical Communications:** Technical Writing, Executive Briefings, Technical Editing, White Papers, Fact Sheets, PowerPoint Decks, Case Studies
- **Research and Analysis:** Applied Research, Policy Analysis, Stakeholder Inputs, Literature Review, Data Synthesis, Decision-Ready Recommendations
- **Program and Stakeholder Management:** Workstream Planning, Action Tracking, Facilitation Support, Event Logistics, Cross-Functional Coordination (PMP Certification)
- **Marketing and Communications Strategy:** B2B Marketing, Public Relations, Content Strategy, Thought Leadership, Internal and External Communications
- **Business Development:** RFP and RFI Proposal Writing, Compliance Matrix, and Proposal Submission (APMP Certification)

PROFESSIONAL EXPERIENCE

NEXIGHT GROUP | Remote | *Consultant / Communications and Research Associate* | May 2024 - Present

- **DOE Critical Materials Secretariat:** Serve as a core contractor supporting the DOE's Critical Materials Collaborative, coordinating governance, work planning, action tracking, and execution across co-leads, working groups, DOE offices, national laboratories, academia, and industry.
- **DOE Critical Minerals and Materials Deliverables:** Manage complex analytical and reporting products from outline through publication, synthesizing 20+ technical inputs into clear summaries, briefings, draft materials, and decision-ready recommendations.
- **Federal Stakeholder Operations:** Support 5 CMC working and coordination groups through agenda development, scheduling, notetaking, facilitation support, documentation, and follow-through on concurrent workstreams.
- **DOE Energy Security Support:** Support CESER's Energy Cyber Sense, CyTRICS, Bill of Materials, BESS, CSDet, and TADA initiatives through program coordination, technical editing, strategic planning support, meeting documentation, and stakeholder communications.

ETCH CONSULTING | Remote | *Sole Proprietor / Strategic Communications Consultant* | March 2012 - Present

- **AI Language Quality:** Analyze, annotate, correct, and quality-check English language datasets for AI fluency, comprehension, native-level syntax, semantics, style, and generative output quality.
- **Executive Communications:** Provide ghostwriting, editing, and voice refinement for senior leaders, attorneys, educators, and subject-matter experts across remarks, interview briefs, thought leadership, presentations, scripts, and internal communications.
- **Client Growth:** Built a sustained freelance practice with high-profile clients, generating a 40% increase in repeat business and referrals for professional and academic writing, copyediting, and proofreading services.

NEWSWEEK | Remote | *Part-time Technology Communications Manager* | January 2024 - May 2024

- **Internal Communications:** Revamped IT and Help Desk communications, training materials, and workflow resources to support editorial staff productivity and a smooth transition from Google Cloud Platform to Microsoft 365.
- **Training and Messaging:** Created training videos, executive messaging frameworks, and digital communications to support the adoption of new workflow applications and consistent technology communications.

BANKHAWK | Remote | *Part-time Marketing Manager* | February 2024 - May 2024

- **Market Entry Strategy:** Led North America market-entry marketing strategy for an Ireland-based banking and financial services firm, adapting positioning, messaging, and campaigns to U.S. and Canadian regulatory, cultural, and customer expectations.
- **Growth Marketing:** Developed go-to-market plans, campaign governance, thought leadership, events, and strategic partnerships to build credibility, generate qualified leads, support pipeline growth, and inform expansion strategy.

DAVIES GROUP | Remote | *Marketing Business Partner / Senior Content Writer* | May 2022 - January 2024

- **Marketing Strategy:** Led marketing strategy for Davies North America, managing paid campaigns, content creation, graphic design, media relations, events, and B2B marketing initiatives to support growth goals and market share.
- **Content and Digital Growth:** Managed the Davies NA website and created articles, blogs, case studies, white papers, videos, infographics, and presentations; increased website traffic by 61K and grew LinkedIn followers from 0 to 7,000+ in under one year.

MAVEN MACHINES | Hybrid - Pittsburgh, PA | *Content Marketing Specialist* | August 2021 - May 2022

- **Enterprise SaaS Content:** Generated B2B enterprise SaaS content, partnering with PR firms and agencies to produce 20+ blog posts, brochures, videos, and product demos that increased demand and brand awareness.

JACKSON KELLY PLLC | Hybrid - Pittsburgh, PA | *Public Relations Specialist* | June 2019 - August 2021

- **Public Relations:** Managed PR campaigns for a multi-location law firm, serving as a communications partner for editorial, graphic, media, and social content that improved engagement, reputation, retention, and new business visibility.

CHAMBER MUSIC PITTSBURGH | On-site - Pittsburgh, PA | *Marketing, Program, and Accessibility Coordinator* | December 2017 - May 2019

- **Marketing and Accessibility:** Managed B2C marketing projects, media partnerships, sponsorships, box office operations, and Salesforce CRM improvements that reduced customer complaints and supported donor and subscription growth.

MANCHESTER BIDWELL CORPORATION | On-site - Pittsburgh, PA | *Communications Director* | June 2016 - May 2017

- **Communications Leadership:** Led communications strategy for 5 organizations and earned media recognition, including mayoral office recognition for supporting the Resilient Pittsburgh strategic plan release event.

NEW CENTURY CAREERS | On-site - Pittsburgh, PA | *Communications and Relationship Specialist* | August 2015 - June 2016

- **Digital Outreach:** Used digital media and marketing communications to increase participation and reach by 20%; helped lead a BattleBots finalist effort with NFL Hall of Famer Jerome Bettis as coach, increasing brand recognition.

EDUCATION

Ph.D. in Communications Media and Instructional Technology | Indiana University of Pennsylvania | 2013

M.S. in Communications and Information Systems | Robert Morris University | 2006

B.A. in Journalism | University of Maryland | 2000

CERTIFICATIONS & LEADERSHIP

- Association of Proposal Management Professionals (APMP), 2026
- Project Management Professional (PMP): Project Management Institute, 2025
- PMP Pittsburgh Chapter Director of Web, 2026
- Google Analytics Individual Qualification (GAIQ), 2020