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# Dana C. Hackley, Ph.D., PMP

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## Senior Consultant

Consultant with 15+ years of experience supporting federal energy, infrastructure, and highly-regulated programs through applied research, policy analysis, stakeholder engagement, and program implementation support. Proven ability to deliver data-driven insights, technical documentation, and decision-ready recommendations for public-sector clients. PMP-certified with experience working across complex, multi-stakeholder environments.

## SELECTED WORK EXPERIENCE

**Nexight Group** • Remote

**CONSULTANT** • Full-time • 05/2024 – Present

*Department of Energy, Critical Materials Collaborative Secretariat Team, Contractor*

- Serve as a core member of the Critical Materials Collaborative (CMC) Secretariat Team, working directly with CMC co-leads and cross-sector working groups to support the day-to-day coordination, governance, and execution of CMC activities.
- Play a central role in DOE Critical Materials and Minerals (CMM) efforts, managing complex analytical and reporting deliverables from outline through publication and coordinating more than 20 technical inputs.
- Provide general project management and administrative support, including work planning, timeline tracking, task coordination, and follow-through on action items across multiple concurrent workstreams.
- Deliver research and communications support, synthesizing inputs from DOE offices, national laboratories, academia, industry, and other stakeholders into clear summaries, briefings, and draft materials.
- Support internal and external communications, including drafting announcements, coordinating messaging, and facilitating information flow among co-leads, working groups, and broader CMC participants.
- Plan and support virtual and in-person events, including webinars, workshops, listening sessions, and working meetings, covering logistics, speaker coordination, agendas, and follow-up materials.
- Provide direct support to 5 CMC Working Groups and Coordination Groups, including notetaking, scheduling, agenda development, meeting facilitation support, and post-meeting documentation.

**COMMUNICATIONS AND RESEARCH ASSOCIATE** • Full-time • 12/2024 - 05/2024

*Department of Energy, Energy Cyber Sense and CyTRICS Program Support, Contractor*

- Support the DOE CESER Bill of Materials (BOM) workstream through program coordination, communications, and stakeholder engagement, including tracking publications and news, maintaining SBOM/HBOM resources, scheduling quarterly working group meetings, and providing comprehensive meeting note-taking.
- Support BOM Quarterly Working Group webinars, including presentation development, coordination with design teams on invitation graphics, registration support, and post-event documentation and follow-up.
- Provide strategic planning and facilitation support for CyTRICS, including agenda development, theme setting, strategic planning meeting documentation, and retrospective technical editing to inform program direction.
- Support cross-program knowledge management, including development of tracking spreadsheets and documentation to support contract audits, reporting, and internal coordination across ECS, CyTRICS, and related CESER efforts.
- Provide technical editing, writing, and design support for DOE Energy Security initiatives (e.g., BESS, CSDet, ESIB, TADA), including one-pagers, white papers, fact sheets, PowerPoint decks, and impact metrics materials.

**Etch Consulting, Sole Proprietor** • Remote • 03/2012 - Present

**ENGLISH LANGUAGE SME AI TRAINER** • Contractor • Telus International, Alignerr, SME Careers, WeLocalize, and DataAnnotate

- Analyze, annotate, and correct English language datasets to improve AI fluency, comprehension, and generative output.

- Conduct in-depth analysis of grammar, syntax, semantics, and style to ensure high-quality, native-level English.
- Review and edit, or proofread documents, identifying errors and suggesting improvements.
- Create, update, and maintain clear annotation guidelines to support consistent data processing.

#### **STRATEGIC COMMUNICATIONS, PUBLIC RELATIONS, ACADEMIC, AND PROOFREADING SERVICES • Freelancer**

- Establish strong relationships with high-profile clients, resulting in a 40% increase in repeat business and referrals for professional and academic copywriting and proofreading services.
- Provide ghostwriting support for senior leaders, executives, attorneys, educators, and subject-matter experts, producing polished communications delivered under the client's voice for public, internal, and external audiences.
- Ghostwrite leadership remarks, interview briefs, thought leadership pieces, and formal presentations that articulate complex policy, legal, scientific, and technical topics in clear, accessible language.
- Ghostwrite and edit internal communications, such as executive emails, staff messages, leadership announcements, and change communications for distributed organizations.
- Develop scripts and narrative treatments for video, podcast, and multimedia content, including interview-based storytelling and short-form explanatory pieces.
- Provide copyediting, substantive editing, and voice refinement for externally attributed content, ensuring alignment with AP Style, organizational standards, accessibility requirements, and leadership voice.
- Conduct research, interviews, and fact-checking with subject-matter experts to support accurate ghostwritten content across all formats.

#### **BANKHAWK, MARKETING MANAGER • 02/2023 - 05/2024**

- Led North America market-entry marketing strategy for an Ireland-based banking and financial services company, aligning brand positioning, messaging, and campaigns to U.S. and Canadian regulatory, cultural, and customer expectations.
- Developed and executed go-to-market plans to support expansion into North American financial services and fintech ecosystems, including segmentation, value proposition refinement, and competitive positioning.
- Partnered with executive leadership, sales, and product teams to build brand awareness and credibility in a new market through thought leadership, content marketing, events, and strategic partnerships.
- Managed integrated marketing campaigns across digital, content, PR, and events to generate qualified leads and support pipeline growth in the U.S. and Canada.
- Established marketing governance and quality control processes to ensure consistency with global brand standards while allowing for regional market adaptation.
- Analyzed campaign performance and market feedback to optimize messaging, channels, and resource allocation, demonstrating ROI and informing expansion strategy.

#### **NEWSWEEK, TECHNOLOGY COMMUNICATIONS MANAGER • 01/2024 - 05/2024**

- Improve editorial staff productivity by revamping internal communications and training materials for the IT Department and Help Desk.
- Assist the IT Department with internal communications and content creation for a smooth user transition from a Google Cloud Platform to a Microsoft 365 Business Plan.
- Create training videos to assist editorial staff in navigating a new workflow app that digitizes the news story assignment and publication process.
- Produce strategic communications and messaging frameworks for executives and organizations, ensuring consistency across speeches, written statements, media engagements, and digital channels.

#### **Davies Group • Remote • 05/2022 - 01/2024**

##### **MARKETING BUSINESS PARTNER • Full-time • 05/2023 - 01/2024**

- Collaborated with key stakeholders to lead and implement a comprehensive marketing strategy that supported the growth goals of Davies North America and led to an increase in market share.
- Maximized ROI through strategic management of all paid ad campaigns, content creation, graphic design, and events for B2B marketing.
- Served as the primary media contact for Davies NA, securing coverage in top industry publications and increasing media mentions.
- Managed the creation and development of the Davies NA website, achieving a 61K increase in traffic within a year.

##### **SENIOR CONTENT WRITER • Full-time • 05/2022 - 05/2023**

- Transformed complex topics into captivating content, increasing website traffic and boosting brand visibility.
- Led a successful LinkedIn campaign that grew followers from 0 to over 7,000 in less than a year, resulting in a 15% increase in lead generation and brand credibility.
- Created B2B and managed marketing content (articles, blogs, case studies, white papers, videos, infographics, presentations).

**Maven Machines** • Hybrid • Pittsburgh, Pennsylvania, United States • 08/2021 - 05/2022

**CONTENT MARKETING SPECIALIST** • Full-time

- Generated high-quality marketing content that contributed to an increase in demand and brand awareness for B2B enterprise SaaS at Maven Machines.
- Partnered with PR firms & agencies to produce 20+ blog posts, brochures, videos, & demos highlighting products, resulting in growth in sales.

**Jackson Kelly PLLC** • Hybrid • Pittsburgh, Pennsylvania • 06/2019 - 08/2021

**PUBLIC RELATIONS SPECIALIST** • Full-time

- Managed and executed a comprehensive PR campaign for a multi-location law firm, leading to an increase in client retention and a boost in new business opportunities.
- Cultivated and shared engaging editorial and graphic content, boosting social media engagement and elevating brand reputation.

**Chamber Music Pittsburgh** • Pittsburgh, Pennsylvania • 12/2017 - 05/2019

**MARKETING, PROGRAM, AND ACCESSIBILITY COORDINATOR** • Full-time

- Streamlined box office operations and improved patron accessibility through the implementation of Salesforce CRM, resulting in a decrease in customer complaints.
- Managed all B2C marketing projects, media partnerships, and sponsorships, resulting in an increase in donations and concert subscriptions.

**Manchester Bidwell Corporation** • Pittsburgh, Pennsylvania • 06/2016 - 05/2017

**COMMUNICATIONS DIRECTOR** • Full-time

- Led communications strategy for 5 organizations, increasing media coverage and audience engagement.
- Received positive media coverage and recognition from the city’s mayoral office for successful organization of the “Resilient Pittsburgh” strategic plan release event.

**New Century Careers** • Pittsburgh, Pennsylvania • 08/2015 - 06/2016

**COMMUNICATIONS AND RELATIONSHIP SPECIALIST** • Full-time

- Utilized digital media and marketing communications to drive a 20% increase in participation and reach the target audience.
- Led a team to become a top finalist in ABC’s Battlebots with NFL Hall of Famer Jerome Bettis as coach, gaining brand recognition.

**EDUCATION**

Ph.D. in Communications Media and Instructional Technology  
**Indiana University of Pennsylvania**  
 08/2013

M.S. in Communications and Information Systems  
**Robert Morris University**  
 05/2006

B.A. in Journalism  
**University of Maryland**  
 05/2000

**CERTIFICATIONS**

Project Management Professional (PMP) • 05/2025 • **Project Management Institute**

Google Analytics Individual Qualification (GAIQ) • 07/2020 • **Google**