

DAVID M. THOMAS

Senior Editorial Leader – Regulated Financial Communications

484.802.4593 | dave.m.thomas@gmail.com

linkedin.com/in/dave.thomas | dave-thomas-content.com

PROFESSIONAL SUMMARY

Trusted editorial leader and escalation partner for Compliance, Legal, and executive management in high-stakes financial communications.

- Scales regulated content velocity without increasing risk — AI-enabled workflows, governance models, and disciplined controls
- Reduces review friction and escalations with clarity, lifecycle alignment, and tone boundaries designed for investor safety
- Aligns Legal, Product, Risk, and UX around consistent, comprehensible outcomes that protect the institution
- Leads enterprise editorial operations for retirement, wealth-management, and advisor communications under FINRA/SEC oversight
- Translates complex and emerging concepts (AI, digital assets) into accurate, investor-safe narratives

EDUCATION

- M.A. Communications — West Chester University of Pennsylvania
- B.A. Communications — West Chester University of Pennsylvania

LICENSES, CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- CFA Institute — Investment Foundations Certificate (2025)
- FINRA Series 6 & Series 63 — Passed; not registered in a rep capacity
- Google AI Essentials
- Google UX Design Foundations
- HubSpot — Content Marketing, Digital Marketing, Email Marketing, Inbound Marketing, SEO
- Meta Marketing Analytics Foundation
- NIH Plain Language Certificate
- ACES: The Society for Editing — Member

PROFESSIONAL EXPERIENCE

Vanguard — RED: In-House Creative Agency (Malvern, PA) Editorial Director & Content Manager | 2017–2024

- Managed a 20-person editorial team producing regulated financial content across digital, advisor, and executive channels.
- Delivered near-zero error rates under FINRA/SEC oversight; ensured accuracy, consistency, and compliance for high-visibility content.
- Served as editor-in-chief and lead writer for executive messaging, thought leadership, advisor/client communications, and C-suite webcast scripts with measurable engagement lift.
- Built AI-enabled editorial workflows and governance models; projected \$2M cost savings (FY25) and improved scalability, velocity, and consistency across content operations.
- Acted as primary live writer during investor “power hours,” converting real-time macro insight into compliant, brand-safe responses that drove measurable MQL activity and average ROI of ~\$3M per session.
- Partnered with Legal, Compliance, Product, PR, UX, and Digital to unify voice, reduce review-cycle friction, and improve content quality.

TIAA (New York, NY)
Senior Copywriter | 2015–2017

- Produced urgent, regulated communications for plan sponsors during market volatility; maintained fiduciary and compliance alignment under accelerated review cycles.
- Developed advisor-facing messaging on market implications, product impacts, and retirement plan considerations.
- Supported digital UX content that improved participant decision-making during volatility and plan transitions.

Morgan Stanley (Denver, CO)
Senior Copywriter | 2013–2015

- Advisor-enablement communications and instructional content for enterprise digital systems.
- Structured editorial QA ensuring accuracy and consistency across regulated operations.

Deloitte (Glen Mills, PA)
Associate Knowledge Manager | 2008–2013

- Led content governance and metadata standards for global knowledge systems.
- Partnered with Legal and Compliance on risk-aligned documentation controls.

Voya (Frazer, PA)
Senior Communications Specialist | 1999–2006

- Advisor and B2B communications supporting annuity and insurance product strategy.

AWARDS

- IFCA — 2× Best in Show
- Gramercy Institute Award — Vanguard Personal Investing
- IHAF — In-House Agency of the Year Finalist (RED @ Vanguard)
- Grand Stevie Award — Marketing Agency of the Year (RED @ Vanguard)

CORE SKILLS

Regulated Finance & Governance

FINRA/SEC alignment • Risk literacy • Accuracy controls • Editorial QA • Plain language • Accessibility • Lifecycle governance

Editorial Strategy & Leadership

Narrative development • Voice & tone architecture • Executive ghostwriting • Cross-channel cohesion • Financial storytelling

AI-Enabled Editorial Operations

Human-in-the-loop workflows • AI governance frameworks • Automation & taxonomy • Content systems thinking • High-volume production efficiency

Performance & Experience

SEO • Lifecycle design • Funnel alignment • Analytics-driven optimization • UX/Product collaboration (Figma)