

DAVID M. THOMAS

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dave-thomas-content.com

CREATIVE DIRECTOR, COPY | LEAD COPYWRITER | CONTENT STRATEGIST

Results-driven storyteller and editorial leader with 25+ years overseeing large-scale, cross-functional content teams in highly regulated, technically complex sectors. Proven ability to translate thought leadership into high-performing, platform-native content that resonates with C-suite and retail audiences. Known for turning complex financial and operational topics into content that connects across digital, social, and C-suite channels.

EDUCATION

M.A. Communications and Mass Media, West Chester University, 2001

PROFESSIONAL EXPERIENCE

Vanguard (Malvern, PA)

Associate Creative Director, Copy | 2017–2024

- Led a 20+ person editorial team producing content across retail, executive, internal, and crisis channels. Participated in monthly performance reviews with social and analytics teams to refine editorial direction based on engagement.
- Directed content for multiple concurrent retail channel campaign streams; team delivered 800+ pages/month with 99.7% on-time and <1% error rate.
- Served as lead copywriter during live social media “power hours” on Facebook and X, writing real-time responses to retail investor inquiries.
- Wrote quarterly C-suite webcast scripts tied to ~\$5M in conversions per 2-hour session. Lead writer for wealth management, UHNW, and PE segments.
- Developed SEO-optimized landing pages and email campaigns in collaboration with analytics and performance teams.
- Championed AI-assisted editorial workflows (82% adoption across teams).

TIAA (New York, NY)

Senior Copywriter (Contract) | 2015–2017

- Produced thought leadership and investor education content, distilling complex investment and compliance topics into engaging narratives.
- Supported product marketing teams with campaign copy, ensuring clarity and voice consistency across channels.

Morgan Stanley (Contract) (Denver, CO)

Senior Copywriter | 2013–2015

- Developed instructional materials and internal training guides; collaborated with SMEs to translate enterprise-level processes into learner-ready documentation.
- Worked closely with product managers and training teams to translate complex business processes and technical systems into accessible learning materials.

DarkFuse (Webster, IN)

Acquisitions and Developmental Editor (Freelance) | 2012–2017

- Led virtual book club discussions with authors, YouTube author interviews, and ran social media account on Instagram, X, and Facebook.
- Recruited and signed 135+ authors and subject matter experts, overseeing contracts, editorial coaching, and long-term relationship management.
- Led full content life cycle from acquisition through publication, including print and e-book production planning, platform fit, and marketing coordination.

Deloitte (Glen Mills, PA)

Intellectual Property Manager, Copy | 2008–2013

- Developed and deployed content management systems to support global teams.
- Led editorial QA for enterprise software documentation, ERP content, and product transformation IP.
- Partnered with Legal, HR, and Compliance to ensure messaging governance and risk alignment.

SKILLS AND TOOLS

- Brand voice development and tone governance
- Cross-channel storytelling: social, web, internal, executive
- Creative concepting from briefs, trends, or thought leadership
- Social content ideation and proof-of-concept development
- Content performance auditing and optimization
- Stakeholder engagement and presentation
- Editorial operations: QA, style, compliance
- Tools: Workfront, SharePoint, Confluence, Jira, Workday

CERTIFICATIONS AND AFFILIATIONS

- FINRA Series 6 and 63
- ACES: The Society for Editing
- Editorial Freelancers Association
- Association of National Advertisers

PORTFOLIO

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Includes platform-native storytelling, thought leadership amplification, book publishing, art direction, authorship, testimonials, and more.