

# DAVID M. THOMAS

Senior Editorial Leader – Regulated Financial Communications

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## PROFESSIONAL SUMMARY

Senior editorial and communications leader with long-standing experience supporting complex, regulated financial organizations. Works at the intersection of content, governance, and execution, ensuring accuracy, clarity, and consistency across high-visibility communications.

Experienced in aligning Legal, Compliance, Product, UX, and executive stakeholders around shared outcomes; building durable editorial systems; and delivering under review-intensive conditions. Known for reducing friction, stabilizing workflows, and translating complex subject matter into clear, usable language.

Background includes enterprise financial services, advisor and client communications, and large-scale content operations in environments where precision and judgment matter.

## 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
- Packt — Governance, Risk, and Compliance (GRC) Fundamentals
- 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.
- Designed AI-assisted editorial workflows with human-in-the-loop controls, escalation thresholds, and documented failure modes for regulated content; projected \$2M cost savings (FY25) and improved scalability, velocity, and consistency across content operations.
- Delivered UX microcopy and UI content aligned to accessibility, compliance, and product design standards for investor web/mobile journeys.
- Partnered with Legal, Compliance, Product, PR, UX, and Digital to unify voice, reduce review-cycle friction, and improve content quality.
- Served as final editorial authority for regulated customer-facing content prior to Compliance sign-off.

**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)**  
**Internal Advisor Education & Intranet Content Specialist | 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)**  
**Field Marketing Communications Writer (Northeast Region) | 1999–2006**

- Advisor-facing field support across NE corridor
- On-site and regional marketing enablement
- Regulated communications, campaign execution, advisor adoption.

**AWARDS**

- IFCA — 2x 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 • Accessibility (WCAG)

**Editorial Strategy & Leadership**

Narrative development • Voice & tone architecture • Executive ghostwriting • Cross-channel cohesion • Financial storytelling UX Writing / Microcopy • Content Management Systems (CMS)

**AI-Enabled Editorial Operations**

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

**Performance & Experience**

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