

# DAVID M. THOMAS

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## EDITORIAL DIRECTOR | LEAD COPYWRITER | CONTENT STRATEGIST | MANAGING EDITOR

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Results-driven storyteller and editorial leader with 25+ years shaping brand voice and delivering measurable results in complex and regulated industries. Specialist in enterprise communications, internal engagement, and strategic communication planning, translating technical and specialized subject matter into clear, actionable messaging for diverse audiences. Proven ability to unify cross-functional teams and deliver campaigns that move business metrics.

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## EDUCATION

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M.A. Comms, West Chester University (2002)  
B.A. Comms, West Chester University (1998)

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## AWARDS

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Gramercy Institute award (Personal Investing), IHAF In-House Agency of the Year finalist, Grand Stevie Award: Most Honored Marketing Agency of the Year, IFCA Best in Show award: Long-form content/article (*Life Insurance* magazine), IFCA Best in Show award: Short-form sales enablement (60-Second Sales Ideas)

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## SKILLS AND TOOLS

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**Core skills:** Brand voice development, cross-channel storytelling, enterprise and client communications, content performance optimization, stakeholder engagement, editorial operations (QA, style, compliance), process improvement, content strategy, SEO, digital and live event messaging, collaboration, audience engagement, education, events, programs

**Tools:** Workfront, SharePoint, Jira, Workday, Microsoft 365, Salesforce CRM, Writer, ChatGPT, Sora, Journo, Canva, Mural, Teams, Zoom, AirTable

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## PROFESSIONAL EXPERIENCE

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### **Vanguard (RED: internal full-scale agency) (Malvern, PA)**

#### **Associate Creative Director, Copy | 2017–2024**

- Led a 20+ person content team producing 800+ pages/month across digital, print, live event, and internal channels, achieving 99.7% on-time and <1% error rate.
- Directed multichannel client and internal communications including newsletters, announcements, FAQs, talking points, and presentations to ensure consistent brand voice.
- Helped launch enterprise-level initiatives with senior leadership, positioning complex product strategies for high-value client segments.
- Wrote quarterly executive webcast scripts tied to ~\$5M in conversions; lead writer for premium client segments and specialized investment products.
- Improved content life cycle through AI, process enhancements, retiring outdated assets, and optimizing high-performing materials.
- Integrated AI tools to streamline content review, reduce turnaround, and improve consistency (82% adoption rate)
- Increased engagement through targeted messaging, events, and programs.
- Partnered closely with Marketing, Compliance, and Product teams; collaborated with agency project management initiatives to ensure alignment.

### **TIAA (New York, NY)**

#### **Senior Copywriter | 2015–2017**

- Created over 100,000 words of original communications simplifying complex market events for advisors and clients.
- Produced newsletters, announcements, FAQs, and talking points to support stakeholder onboarding and product adoption.
- Managed marketing and communications for national industry conferences, overseeing event collateral and brand activations.

### **Morgan Stanley (Denver, CO)**

#### **Senior Copywriter | 2013–2015**

- Developed training and instructional materials, translating enterprise processes into accessible guides.
- Partnered with SMEs, product, and training teams to ensure cohesive messaging across channels and learning platforms to reduce onboarding time by 25%.

**Deloitte** (Glen Mills, PA)

**Intellectual Property Manager, Copy** | 2008–2013

- Centralized knowledge assets and optimized content workflows, cutting RFP response time by 25% and improving win rates for IT consulting engagements.
- Managed editorial QA for enterprise documentation and knowledge assets.
- Partnered with Legal, HR, and Compliance to maintain governance and mitigate risk.

**Voya** (Frazer, PA)

**Senior Marketing Communications Specialist** | 1999–2006

- Launched first e-newsletter for sales teams and advisors, managing editorial calendar, content, and distribution.
- Achieved 15% average click-through rate on biweekly B2B and B2C campaigns, exceeding industry benchmarks by 5×.
- Created communications and enablement kits supporting product launches, marketing initiatives, and sales campaigns.
- Managed marketing for national industry conferences and event collateral.

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## CERTIFICATIONS AND AFFILIATIONS

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

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## PORTFOLIO

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**Highlights:** storytelling, thought leadership amplification, social, product launches, book publishing, art direction, authorship, and more.