

ADEN DAUCHESS

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DIRECTOR OF CONTENT | EXECUTIVE THOUGHT LEADERSHIP | FINANCIAL & PROFESSIONAL SERVICES

Strategic content and editorial leader with 20+ years of experience building thought leadership programs, executive communications, and content operations for professional services, financial advisory, legal, consulting, and education organizations. Proven success partnering with highly accomplished subject matter experts, executives, attorneys, consultants, and business leaders to transform specialized expertise into compelling market-facing content.

CORE EXPERTISE

Editorial Strategy & Governance • Executive Ghostwriting • Financial Services Content • Wealth Management Communications • Thought Leadership Programs • Editorial Calendars • Advisor Communications • Client Communications • Content Operations • AI-Assisted Content Workflows • SME Interviewing • Team Leadership

SELECTED EXECUTIVE COMMUNICATIONS & THOUGHT LEADERSHIP EXPERIENCE

- Interviewed and ghostwrote content for attorneys, consultants, executives, educators, scientists, and technical subject matter experts.
- Developed executive POV content, market commentary, client alerts, webinars, research reports, speeches, and strategic communications.
- Built editorial calendars and governance frameworks supporting consistent content production.
- Led teams of communicators, marketers and digital staff from 4 to 23 professionals.
- Managed marketing and communications budgets from 50k to 4.5M.

PROFESSIONAL EXPERIENCE

Riveron | Associate Marketing Director, Content & Thought Leadership | 2024–2025

- Developed executive thought leadership content for CFO, private equity, and transaction advisory audiences.
- Led thought leadership and editorial initiatives supporting private equity, financial advisory, technology implementation, and enterprise consulting practices.
- Directed development of executive-level thought leadership content including white papers, webinars, executive briefs, articles, campaign content, and sales enablement assets.
- Partnered closely with consultants, practice leaders, and subject matter experts to translate complex financial, operational, and technology concepts into market-facing narratives.
- Applied AI-assisted workflows and AEO optimization strategies to improve discoverability, efficiency, and content scalability while maintaining editorial quality.
- Mentored contributors and supported editorial governance, voice consistency, and content standards across channels.

Carolina Biological Supply Company | Senior Marketing Manager / Content Strategist | 2019–2024, Led team of 8

- Developed multi-channel content ecosystems supporting science education products, SaaS learning platforms, subscription offerings, and district-focused initiatives.
- Produced webinars, digital campaigns, nurture content, landing pages, educational assets, and product storytelling programs aligned to buyer journeys.
- Collaborated with product managers, sales teams, educators, and leadership to create authoritative, customer-centric content.

- Played a leadership role in national COVID-response communications initiatives supporting customer trust, education continuity, and incremental revenue growth.
- Supported SEO and digital content optimization initiatives across hundreds of product and curriculum categories.

Womble Carlyle Sandridge & Rice LLP (now Womble Bond Dickinson) | Director of Marketing, Digital Strategy & Content | 2003–2016, Led team that grew to 23 staff

- Built and led large-scale thought leadership and content marketing programs positioning attorneys as trusted advisors across 50+ practice areas.
- Directed editorial strategy for blogs (26), legal alerts (60 per year), executive briefings, webinars, videos, rankings submissions, event content (24 per year), and digital campaigns (60).
- Created content programs supporting client acquisition, cross-selling, referral development, and national market visibility.
- Led development of more than 200 video storytelling assets and numerous award-winning content initiatives (*2006 Thomson Reuters Legal Elite Marketing Initiative of the Year*) recognized nationally within legal marketing.
- Partnered directly with attorneys and firm leadership to develop executive POV content and translate sophisticated legal concepts into business-oriented insights.
- Used analytics and funnel performance data to optimize campaign effectiveness, improve engagement, and support business development outcomes.
- Helped grow the marketing function from a small support team into a sophisticated business development and content operation supporting more than 500 attorneys across multiple offices.
- Frequent speaker on legal and regulated content (Thomson West panels, 2007-2009 and LMA National)

Martine Law PLLC | Senior Marketing Strategist (Content & Narrative Consult) | 2025–2026

- Created client-focused legal content improving search visibility, audience engagement, and conversion performance.
- Developed editorial standards, messaging frameworks, and content governance approaches across digital channels.
- Applied AI-assisted workflows and content refinement tools to improve efficiency and content consistency.

Early Career

Toby Levine Communications | PR Account Manager & Writer | Led team of 4

- Developed media relations materials, educational campaigns, executive communications and brand storytelling.
- Client accounts included national media and education clients, e.g., MTV, PBS, and Discovery Education.

Pennsylvania State Senate | Legislative Aide to President Pro Tempore

- Developed legislative reports, prebills and focus group analyses.

SELECTED CAREER HIGHLIGHTS

- Helped support revenue growth at Womble Carlyle from approximately \$250M to more than \$800M during tenure through integrated business development, visibility, and content initiatives.
- Directed nationally recognized (Thomson West Legal Elite) thought leadership and content campaigns in highly competitive legal and professional services markets.
- Extensive experience interviewing and collaborating with senior executives, attorneys, consultants, and technical subject matter experts.
- Built scalable editorial processes and multi-format content operations across webinars, blogs, research, video, social, and sales enablement.
- Early adopter and practitioner of AI-assisted content development, prompt engineering, and editorial workflow optimization.

CONTENT, MARKETING & AI TECHNOLOGY

HubSpot • WordPress • Semrush • Google Analytics • ChatGPT • Claude • Jasper • Perplexity • Marketo • Pardot • Brightcove • Canva • Adobe Creative Suite • Smartsheet • Microsoft Dynamics CE • Asana • SharePoint

EDUCATION

Bachelor of Arts, History & Teaching Certificate | Pennsylvania State University

PORTFOLIO

Editorial & Brand Work: <https://bit.ly/adensamples>

Video Storytelling & Scripts: <https://www.youtube.com/womblecarlyle>