

Dahna M. Chandler, MPS

Award-Winning Business Journalist
~ Financial Brand Storyteller

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Ideal Client Relationships

Specializing in B2B global finance journalism and wealth management content writing, I provide audience-focused, engagement-generating, writing services to thriving financial services, insurance, real estate, and select hospitality brands targeting upscale, wealth-focused audiences. I work best with clients with an established content marketing or editorial strategy who require a remote content writer or journalist for their team.

Journalist & Content Writer Profile

I'm an award-winning business and finance journalist and professional communicator who recently completed my master's degree in corporate communications at Georgetown University. My corporate communications specialties comprise my content writing focus and include change management and internal communications, CSR, D&I and digital communications in the financial services sector. My B2B business and finance journalism expertise emphasizes FIRE—finance, insurance, and real estate as well as business operations and upscale business travel. With over 20 years' experience, I combine my unique skill set to help your organization fill the talent gap for journalists and content writers with a superior graduate education, business acumen, a substantial editorial background and digital communications marketing fluency.

Areas of Expertise

- ✓ **Content Writing/Journalism**: I'm a proven expert at writing long- and short-form B2B content. A confident researcher and interviewer, I'm able to develop media stories and content from concept to completion. I bring my proven writing ability to clients to provide audience-focused, engagement-driven digital editorial content writing and related communications strategy services. I write regularly for media outlets and preeminent brands in global finance and wealth industry.
- ✓ **Corporate Communications /Brand Messaging Strategy**: I offer thought leadership messaging in internal communications and employee experience, change management communications, post-crisis brand recovery, and equitable diversity and inclusion. I provide the approach for and develop white papers, ebooks, one-sheets, issue papers, datasheets, case studies as well as CSR, annual and other business reports. I draft mission and vision statements, bios, and corporate backgrounders.
- ✓ **Digital Communications Strategy**: I'm skilled in digital media communications with extensive experience producing digital campaigns for clients across business sectors. I offer effective strategies and write specifically for blogs, websites and social media. I'm also experienced and comfortable with using project management, WordPress or other CMS platforms.

Select Media Outlet & Content Brand Credits

- | | |
|--|-----------------------------|
| ➤ NBC TODAY | ➤ New York Life |
| ➤ Hearst Media | ➤ MetLife |
| ➤ Global Finance Magazine | ➤ Trusted Choice |
| ➤ Allianz – Global Investments | ➤ JLL Real Views |
| ➤ FlexShares ETFs by Northern Trust Bank | ➤ The Mortgage Reports |
| ➤ Barclays Investment Bank | ➤ Diners Club International |
| ➤ Fifth Third Bank Wealth Management | ➤ Hertz |

Professional Experience

Get Wealth News & Content, Inc., Washington, DC 2006-Present
Global Finance Journalist and Strategic Content Writing Consultant

I am a global finance journalist and expert B2B content writer with an award-winning business and finance journalist background primarily serving clients in the wealth and financial services industry. I make complex information audience-friendly and help you deliver effective messaging to your key publics. My services include journalism and content writing services for senior leaders overseeing thriving digital or print publications, and communications marketing team managers, especially those directing client accounts administered by agencies or content platforms. I also assist you in strengthening your current editorial content plan so written deliverables fit seamlessly into your editorial calendar or content marketing strategy.

E*pifany Communications Group, Inc., Silver Spring, MD 1996 - 2005
Professional Journalist and Publicist

I started my integrated marketing communications and professional finance and business writing career with this firm. I provided regular freelance cover and feature article writing services for major national print magazines. Additionally, I regularly contributed to online publications and newspapers in major markets nationwide, wrote press content, and executed commercially successful publicity campaigns. I also wrote website content and conducted digital communications campaigns.

Professional Digital Marketing Experience

Audience Matters, Inc., Atlanta, GA and Washington, DC Metro 2011- 2015
Digital Marketing and Website Development Consultant

I provided holistic digital marketing campaigns to business, nonprofit and government organizations. My team and I offered website design and development and SEO-focused content development and writing for robust, lead-generating, converting web presences. Our goal was to amplify client relevance and reach to drive revenue for them.

Volunteer Leadership Activities

Contently, New York, NY (Virtual) 2019
I am a founding member of the Freelance Advisory Board.

The Junior League of Atlanta, Atlanta, GA 2013-2015
I was a member who was a PR & Marketing Co-Chair on Tour of Kitchens 2014.

Nicholas House, Inc., Atlanta, GA 2012-2015
I served on their Board of Directors as Marketing Committee & PR Chair.

Education

Wellesley College, Wellesley, MA
A.B., Political Science; Economics Minor

Georgetown University, Washington, DC
MPS—Corporate Communications—
Change Management & Internal
Communications in the Global Finance Sector
May 2019—GPA: 3.6/4.0