

DIANA LaCHANCE

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OBJECTIVE

I am a high-performing, technically skilled marketing and communications professional with expertise in writing content for a wide variety of audiences and platforms. I am looking for a full-time position with an emphasis on project management that will enable me to utilize my organizational, leadership, and communication skills.

EXPERIENCE

Director of Admissions Communications | Office of Marketing & Communications (OMC) | The University of Alabama in Huntsville (UAH) | Oct. 2013 – present

Promoted from Communications Writer and Editor to present position in April 2016.

Current job responsibilities include the following:

- Serve as the primary person responsible for ensuring message and branding are consistent and on target in all admissions materials
- Develop, research, write, and disperse ~100 feature stories and press releases annually
- Develop and maintain close relationships with media and community contacts
- Manage the publication of three UAH magazines per year
- Write and edit copy for non-admissions marketing material
- Write and edit content for the UAH website
- Assist with the promotion of UAH through social media
- Supervise reports and interns; and handle other duties as required

Freelance Writer/Editor | 2006 – 2013

Wrote and edited creative and technical content for a variety of online and print publications, public relations firms, and nonprofits, including the following:

- **Spark Magazine** | Magazine/Huntsville, AL
Contributor | July 2011 – March 2013
- **Yetispace Inc.** | NASA Contractor/Huntsville, AL
Technical Writer/Editor | March 2010 – March 2013
- **Valley Planet** | Newspaper/Huntsville, AL
Contributor | Dec. 2008 – March 2013
- **Redstone Rocket** | Newspaper/Huntsville, AL
Reporter | Jan. 2012 – March 2013
- **WordSouth** | Public Relations/Rainsville, AL
Copywriter | April 2012 – March 2013
- **Huntsville Times** | Newspaper/Huntsville, AL
Copywriter | Oct. 2010 – March 2013

- **Crestwood Pulse Magazine** | Magazine/Huntsville, AL
Contributor | April 2011 – Dec. 2011
- **R&D Magazine** | Magazine/Huntsville, AL
Contributor | July 2009 – Dec. 2012
- **Culture & Leisure** | Magazine/Huntsville, AL
Managing Editor | Dec. 2007 – Sept. 2009
Senior Features Editor | Jan. 2007 – Dec. 2007
- **Beacon PMG for AIAA** | Education Technology/Ashland, OH
Technical Editor | May 2007 – April 2010

Technical Writer/Editor | Long & Foster Real Estate | 2004–2006

Acquisitions Editor | American Association of Pharmaceutical Scientists | 2002–2004

Associate Editor | University Press of America | 2000–2002

EDUCATION

Master of Arts | University of Florida | History

Bachelor of Arts | College of William & Mary | History

SKILLS

- Microsoft Office
- Adobe Suite
- Trello
- Joomla
- HTML
- Social Media
- Conversational French and Spanish

OTHER

Participant | Leadership Skills II Two-Day Workshop | AIDT | Huntsville, AL | July 2019

Volunteer ESL Teacher | Weatherly Heights Baptist Church | May 2016 – present

Participant | Leadership Skills I Two-Day Workshop | AIDT | Huntsville, AL | June 2019

Participant | Inclusion & Diversity Symposium | PZI | Huntsville, AL | April 2018

Attendee | CASE District III Conference | Atlanta, GA | Feb. 2017

Participant | Managing Across Generational Lines Seminar | SKYE Connect Inc. | Huntsville, AL
| Jan. 2017

Participant | STARS Leadership Program | UAH | Huntsville, AL | 2016-2017

Attendee | CASE District III Conference | Nashville, TN | Feb. 2016