

# DIANA LaCHANCE

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Security Clearance: **Secret**

## EXPERIENCE

**Speechwriter** | Commander's Action Group (CAG), U.S. Army Space and Missile Defense Command (SMDC) | Serco Inc. (formerly WBB Inc.) | Aug. 2019 – present

- Draft speeches and talking points for SMDC's commanding general and other SMDC senior leaders
- Research and synthesize a wide range of topics by engaging with command SMEs, other military commands, and other sources of expertise
- Draft senior leader messages to the workforce
- Document standard operating procedures for command processes
  - Developed a comprehensive 30+ page Change of Command Concept of Execution
- Edit executive level documents and senior correspondence
- Prepare products for public release via clearance review process
- Utilize SharePoint to access and archive all CAG documents and resources
  - Curated and streamlined the CAG's shared and private SharePoint sites

**Director of Admissions Communications** | Office of Marketing & Communications | The University of Alabama in Huntsville | Oct. 2013 – Aug. 2019

(Promoted from Communications Writer and Editor in April 2016)

- Served as the primary person responsible for ensuring message and branding are consistent and on target in all admissions materials
- Developed, wrote, and dispersed print and digital content based on research and interviews with campus and community stakeholders and SMEs
  - ~100 feature stories and press releases annually
- Streamlined processes to improve productivity and responsiveness to campus needs
  - Introduced and oversaw the use of an internal online project management system
  - Developed and implemented a public-facing online job request form
- Developed and maintained close relationships with media and community contacts
- Managed the publication of three to five UAH magazines per year
- Wrote and edited copy for non-admissions marketing material
- Wrote and edited content for the UAH website
- Assisted with the promotion of UAH through social media
- Supervised reports and interns

**Freelance Writer/Editor** | Self-Employed | 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

- **Yetinspace 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

## OTHER

**Member** | Professional Speechwriters Association | June 2021 – present

**Volunteer** | Care Assurance System for the Aging and Homebound (CASA) of Madison County  
| Sept. 2020 – present

**Poll Worker** | U.S. Election Assistance Commission | Huntsville, AL | Feb. 2020 – present

**Volunteer ESL Teacher** | Weatherly Heights Baptist Church | May 2016 – May 2019