

DIANA LaCHANCE

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Clearances: **Secret** | **Public Trust**

EXPERIENCE

Speechwriter | Resilience Office, FEMA | PotomacWave | Nov. 2022 – present

- Design, develop, and format talking points, speech scripts, presentation materials, and internal messages for executive leadership
- Conduct ongoing research by engaging the appropriate federal SMEs and leadership, and by using press releases, news stories, active legislation, and opinion pieces about federal insurance and mitigation initiatives, among other sources
- Develop creative ways to integrate compelling storylines into remarks using multimedia content such as videos, photos, and infographics
- Identify objectives, strategic themes, outreach strategy, and target audience, and provide strategic guidance to inform messaging and schedule of external engagements for the year
- Assist with the development and tracking of performance measures and analytics related to communication

Speechwriter | Commander's Action Group (CAG), Space and Missile Defense Command (SMDC), U.S. Army | Serco Inc. | Aug. 2019 – Nov. 2022

- Drafted speeches and talking points for SMDC's commanding general and other SMDC senior leaders
- Researched and synthesized a wide range of topics by engaging with command SMEs, other military commands, and other sources of expertise
- Drafted senior leader messages to the workforce
- Documented standard operating procedures for command processes
 - Developed a comprehensive 30+ page Change of Command Concept of Execution
- Edited executive-level documents and senior correspondence
- Prepared products for public release via clearance review process
- Utilized 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 (UAH) | 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 | July 2011 – March 2013
- **Yetispace Inc.** | NASA Contractor/Huntsville, AL | March 2010 – March 2013
- **Valley Planet** | Newspaper/Huntsville, AL | Dec. 2008 – March 2013
- **Redstone Rocket** | Newspaper/Huntsville, AL | Jan. 2012 – March 2013
- **WordSouth** | Public Relations/Rainsville, AL | April 2012 – March 2013
- **Huntsville Times** | Newspaper/Huntsville, AL | Oct. 2010 – March 2013
- **Crestwood Pulse Magazine** | Magazine/Huntsville, AL | April 2011 – Dec. 2011
- **R&D Magazine** | Magazine/Huntsville, AL | July 2009 – Dec. 2012
- **Culture & Leisure** | Magazine/Huntsville, AL | Jan. 2007 – Sept. 2009
- **Beacon PMG for AIAA** | Education Technology/Ashland, OH | 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 | 1999

Bachelor of Arts | College of William & Mary | History | 1997

CERTIFICATIONS

Crisis Communications | Public Relations Society of America | Feb. 2023

PROFESSIONAL ASSOCIATIONS

Professional Speechwriters Association | June 2021 – present

OTHER

Volunteer

- Writer | Alabama Coalition for Immigrant Justice | Jan. 2022 – Aug. 2022
- Participant | *All of Us* Research Program | NIH | Nov. 2021 – present
- Laborer | Care Assurance System for the Aging and Homebound (CASA) of Madison County | Sept. 2020 – Jan. 2022
- ESL Teacher | Weatherly Heights Baptist Church | May 2016 – May 2019

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