

DIANA LaCHANCE

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2712 Hastings Road SW | Huntsville, AL 35801

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

EXPERIENCE

Senior Communications Specialist | Missile Defense Agency (MDA) | Ground-based Midcourse Defense (GM) | BCF Solutions | 09/2023 – present

- Provide communications expertise to support internal and external messaging objectives of program's executive leadership
- Design and develop presentations for internal and external stakeholders, including other federal agencies, cabinet members, and members of Congress
- Ensure high quality of deliverables and consistency of style and branding

Speechwriter | Federal Emergency Management Agency (FEMA) | Federal Insurance Directorate (FID) | PotomacWave | 11/2022 – 09/2023

- Designed, developed, and formatted talking points, remarks, presentations, and other forms of messaging to support leadership
- Identified objectives, strategic themes, outreach strategies, and target audiences to inform messaging and scheduling of external engagements
- Developed and curated a database to centralize information from across the agency to ensure content was both accurate and timely

Speechwriter | U.S. Army Space and Missile Defense Command (USASMDC) | Commander's Action Group (CAG) | Serco | 08/2019 – 11/2022

- Wrote speeches and talking points for SMDC's three-star commanding general and other senior leaders
- Wrote senior leader messages to the workforce and edited executive-level documents and senior correspondence
- Documented standard operating procedures for command processes, including a Change of Command Concept of Operations
- Worked closely with relevant command personnel to ensure finished products were approved for public release

Director of Admissions Communications | The University of Alabama in Huntsville (UAH) | Office of Marketing & Communications (OMC) | 04/2016 – 08/2019

Communications Writer and Editor | UAH | OMC | 10/2013 – 04/2016

Contract Writer and Editor | UAH | OMC | 04/2013 – 10/2013

- Developed and wrote marketing content for the university's print and digital platforms
- Ensured consistency of messaging and branding for all admissions products
- Maintained close relationships with media and community stakeholders to promote the university and help disseminate messaging

Freelance Writer and Editor | Self-Employed | 2006 – 2013

- **Spark Magazine** | Magazine | Huntsville, AL
- **Redstone Rocket** | Newspaper | Huntsville, AL
- **WordSouth** | Public Relations | Rainsville, AL
- **Crestwood Pulse Magazine** | Magazine | Huntsville, AL
- **Huntsville Times** | Newspaper | Huntsville, AL
- **Yetispace Inc.** | NASA Contractor | Huntsville, AL
- **R&D Magazine** | Magazine | Huntsville, AL
- **Valley Planet** | Newspaper | Huntsville, AL
- **Culture & Leisure** | Magazine | Huntsville, AL
- **Beacon PMG for AIAA** | Education Technology | Ashland, OH

Technical Writer and 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

PROFESSIONAL DEVELOPMENT

Stakeholder Management | Coursera | 01/2024

Media Training | Swiss School of Business and Management | 06/2023

Crisis Communications | Public Relations Society of America | 02/2023

Complete list upon request

PROFESSIONAL ASSOCIATIONS

Professional Speechwriters Association | 06/2021 – present