

Dahna M. Chandler

Corporate Communicator ~
Award-Winning Journalist

GetMoneyMoxie.com
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Ideal Client Relationships

Specializing in personal finance, residential real estate and small business operations and development, I provide audience-driven editorial content writing services to thriving news outlets, B2C blogs, marketing agencies, financial brands, well-funded startups, and successful small companies. I work best with clients with an established content marketing or editorial strategy who require a remote strategic content writer or journalist for their team and who have experience working with us.

Professional Journalist & Corporate Communicator Profile

I'm a creative, strategic content writer and award-winning business and finance journalist with digital content writing that began in 1997. I help your organization fill the talent gap for strategic content writing consultants with a solid editorial background, business acumen, and marketing fluency. I offer insightful content messaging strategies and written messaging that meets your communications goals.

The "First Place" winner in the Business/Technology Category for Magazines from the New York Association of Black Journalists for a cover article I wrote for the April 2005 edition of *Black Enterprise*, my goal is to make all writing I do for my clients of award-winning caliber.

Select Publication & Content Brand Credits

- | | |
|--|-------------------------|
| ➤ NBC TODAY | ➤ CreditUnions.com |
| ➤ Hearst Media | ➤ Lending Tree |
| ➤ New York Life | ➤ Trulia |
| ➤ MetLife | ➤ Trusted Choice |
| ➤ FlexShares ETFs by Northern Trust Bank | ➤ The Mortgage Reports |
| ➤ JLL Real Views | ➤ CORT Furniture Rental |
| ➤ Barclays Investment Bank | ➤ Hertz |

Areas of Expertise

- ✓ **Content Writing/Journalism**: I'm a proven expert at writing long- and short-form content. I'm a researcher and interviewer able to develop stories and content from concept to completion. I bring my proven writing ability to all my clients to provide audience-focused, engagement-driven digital content writing and related content communications strategy services. I write regularly for content platforms like Contently and IZEA as well as real estate and finance associations and fintech firms in the voice of the brand following your brand brief.
- ✓ **Digital Marketing 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.

Professional Experience

Get Money Moxie, Inc. *, Washington, DC Metro 2006-Present
Strategic Digital Content Writing Consultant and Business Journalist

I launched this brand to produce outstanding quality, audience-focused, engagement-generating and converting consumer-focused the site's audience and to clients in thriving enterprises. In addition to digital agencies and brands, I write for national media outlets and recognized blogs. Specializing in small business and personal finance, particularly wealth development, I make complex concepts reader-friendly, write small business content with facility and deliver clean copy within scope, on time, and on budget.

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 to 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.

(Get Money Moxie, Inc. is a division of Thrive! Media, Inc. under which I'm an incorporated contractor.)*

Professional Digital Marketing Experience

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

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. I returned to my first love, writing, full time in 2015 after moving back to the Washington, DC area.

Nonprofit Activities

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

Urban League of Greater Atlanta, Atlanta, GA 2010 to 2012
I was a Digital Marketing and Business Consultant at The Entrepreneurship Center.

Education

Wellesley College, Wellesley, MA
A.B., Political Science
Major G.P.A.: 3.9/4.0

Georgetown University, Washington, DC
Candidate: MPS
Expected Graduation: May, 2019—GPA: 3.9/4.0