

Chary Sathea

Director



Chary Sathea is a strategic digital leader with over a decade of experience spanning public affairs, nonprofit advocacy, and award-winning consumer and healthcare marketing. As Digital Director at DCI, she leads integrated organic and paid media strategies for Fortune 100 clients across critical public affairs industries, including energy, tech, healthcare, tax policies, housing, and telecom. She specializes in translating complex policy narratives into compelling digital campaigns and mobilization efforts that drive results and advance public policy goals. Chary also leads cross-functional teams in delivering strategic POVs, social listening insights, and high-performing campaigns, earning measurable wins across these diverse sectors.

Prior to joining DCI, Chary held roles at award-winning agencies including Praytell and Havas. At Praytell, she led social content strategies for globally recognized brands such as Fender and Harman, helping grow Fender's TikTok presence to 1M followers in just six months and managing full-funnel digital programs. At Havas, she supported healthcare clients with data-informed, audience-first, and compliance-sensitive campaigns. Her work there notably included increasing Zantac OC's brand voice on social by 6% through organic tactics, an experience that continues to inform her cross-sector approach today.

Chary also brings deep nonprofit experience, having served as Sr. Digital Marketing Manager at the Cancer Research Institute. There, she built digital strategies from the ground up, including leading a national awareness campaign around cancer immunotherapy and launching donor acquisition strategies through an omnichannel campaign. Her ability to align digital tactics with mission-driven messaging and drive digital advocacy initiatives remains a cornerstone of her work.

With a foundation in global branding and a passion for cause-driven work, Chary brings a sharp strategic mind and collaborative leadership style to every engagement--helping clients and campaigns break through, build lasting impact, and craft narratives that resonate in Washington and beyond.