

Cecilia Snyder

strategic communications ❖ print and online media ❖ graphic design


Contact

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Skills


 Adobe InDesign, Dreamweaver, Illustrator, and Photoshop

 Constant Contact

 Convio

 Drupal

 EmailNow

 Homeland Security Information Network

 MailChimp

 Microsoft Office Suite

 Network for Good

 QuarkXpress

 SharePoint


 SurveyMonkey

 Salesforce

 Salsa

 Squarespace

 Weebly

 WordPress

 Zoom

PROFILE

Passionate and creative professional with extensive experience in helping nonprofit organizations use strategic, targeted advocacy messaging and online communications to produce measurable results and policy change.

CORE STRENGTHS

- Remote Collaboration
- Web Design & Maintenance
- Project Management
- Graphic Design
- Strategic Social Media
- Event Planning
- Technical Editing
- Writing
- Logo & Template Design
- Data Visualization
- Advocacy Training
- Coalition Building

EXPERIENCE

Strategic Communications Consultant

2009 to Present

Clients Include: The Aspen Institute, CCMC, CORE Group, Faith for International Assistance, Faiths for Safe Water, International Center for the Study of Violent Extremism, Iris Group, Johns Hopkins Bloomberg School of Public Health, NGO Networks for Health, Training Resources International, White Ribbon Alliance for Safe Motherhood, and The World Bank Group.

- Train and build capacity in advocacy and communications tactics for nonprofits in the U.S., Africa, and Asia; help convene high-level leadership meetings and briefings, resulting in significant U.S. policy change through bipartisan legislation.
- Ghostwrite and place articles by former lawmakers and CEOs, write press releases, Op-eds, and background pieces in print and online media.
- Create targeted websites, logos, templates, academic posters, newsletters, online petitions, and social media platforms to increase visibility and awareness of global issues (see [website](#) for portfolio).

Communications Consultant | Low-Level Radioactive Waste Forum, Inc.

2011 to Present

Richland, WA

<http://llwforum.org/>

The LLW Forum is a nonprofit membership organization of Governor Appointees, agency representatives, and commercial brokers who work to support responsible approaches to radioactive waste disposal.

- Manage membership interactions for a national organization of about 1,000 high-ranking officials within state governments, federal agencies, and private companies.
- Coordinate internal communications through password-protected websites with shared workspaces, calendars, and messaging systems.
- Design, upgrade, and maintain numerous websites for members of the association.

Communications Director | WASH Advocates

2012 to 2014

Washington, DC

www.washadvocates.org

WASH Advocates was a nonprofit initiative dedicated to helping solve global water challenges.

- Developed an optimized website, organizational brand, and social media presence, resulting in audience increase of more than 300% in one year.
- Planned and executed high-level meetings, briefings, and events for policymakers.

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Deputy Program Manager | Loch Harbour Group, Inc.

2011 to 2012

Alexandria, VA

www.lochharbour.com

The Loch Harbour Group provides information technology, program/project management, strategic planning, logistics, engineering, training, and security services to the government and private sectors.

- Managed internal communications and virtual collaboration for large project teams within the Department of Homeland Security, including The Federal Emergency Management Agency (FEMA) and the Transportation Security Administration (TSA).

Social Media and Online Community Consultant | Communications Consortium Media Center

2009 to 2011

Washington, DC

www.ccmc.org

The Communications Consortium Media Center (CCMC) was a nonprofit public interest media center dedicated to helping nonprofit organizations use media and new technologies for public education and policy change.

- Managed the network and membership interactions for a password-protected online community using an innovative Drupal-based platform combined with a proprietary media database of more than 600,000 contacts.

Community Marketing Manager | GlobalGiving

2008 to 2009

Washington, DC

www.globalgiving.org

GlobalGiving is a nonprofit fundraising website that connects hundreds of social entrepreneurs and local organizations to donors. Founded by two former World Bank executives, GlobalGiving provides a high-impact way for individuals and organizations to direct their philanthropy.

- Increased organizational efficiency by revamping web-based portals and consolidating databases, improving the project leader communities' online performance from 30% to 95% in six months.

Director of Communications and E-Initiatives | Our Voices Together

2006 to 2008

Washington, DC

www.aidemocracy.org/ourvoicestogether

Our Voices Together was a nonprofit, nonpartisan organization promoting international volunteering, global philanthropy, student exchange, and interfaith/intercultural dialogues. In 2008, OVT merged with Americans for Informed Democracy and GlobalGiving.

- Increased the organization's contact database by 300% and increased website traffic by 150%. Organized nationwide events.

New Technologies Director | Communications Consortium Media Center

2000 to 2006

- Served as executive editor for several journal resources, including www.PLANetWIRE.org and www.PUSHJournal.org; increased the target audience by more than 200%. Trained health workers and policymakers in the U.S., India, and Zambia.

WRITING/EDITING/PRODUCTION/DESIGN (SEE [WEBSITE](#) FOR FULL PORTFOLIO)

- [Logo Design, White Papers, Website Design and Maintenance, Branding: Faith for International Assistance](#)
- [WASH Your Hands Before You Eat: A curriculum for celebrating Global Handwashing Day & World Food Day](#)
- [The Power is in Your Hands: advocacy soap wrappers](#)
- [A Field Guide to Designing a Health Communication Strategy](#)
- [How to Mobilize Communities for Health and Social Change](#)

EDUCATION

Georgetown University | Master of Arts in Liberal Studies | Philosophy

Virginia Polytechnic Institute and State University | Bachelor of Science | Sociology