

# Cecilia Snyder

strategic communications expert ❖ certified teacher of language and technology skills ❖ graphic designer & website developer


## Contact

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## Connect

[cecysnyder.com](http://cecysnyder.com)  
[@cecysnyder](https://twitter.com/cecysnyder)  
[instagram.com/cecysnyder](https://www.instagram.com/cecysnyder)  
[linkedin/ceciliasnyder](https://www.linkedin.com/company/ceciliasnyder)  
[facebook/ceciliasnyder](https://www.facebook.com/ceciliasnyder)

## Skills


 Adobe InDesign, Dreamweaver, Illustrator, and Photoshop


 Cambridge Assessment CELTA

 Constant Contact

 Convio

 Drupal

 EmailNow

 Homeland Security Information Network


 MailChimp

 Microsoft 365


 Network for Good

 QuarkXpress

 SharePoint

 SurveyMonkey

 Salesforce

 Salsa

 Squarespace

 Weebly

 WordPress

 Zoom

## PROFILE

Passionate and motivated professional with extensive experience dedicated to helping U.S. government agencies and international nonprofit organizations increase their capacity in strategic messaging, online collaboration, and mobilization with measurable results. CELTA-certified online and in-person English as a Second Language teacher.

## CORE STRENGTHS

- Teaching In-person & Online
- Web Design, Development & Maintenance
- Project Management
- Logo & Template Design
- Writing & Editing for Print & Online Platforms
- Strategic Social Media
- Remote Collaboration
- Data Visualization & Presentation
- Coalition Building

## EXPERIENCE

### Strategic Communications Consultant

2009 to Present

*Clients Include: The Aspen Institute, CCMC, CORE Group, Faith in Foreign 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.*

- Provide online and in-person training 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.
- Created and maintain [www.faithinforeignassistance.org](http://www.faithinforeignassistance.org)
- Create campaign websites, logos, templates, academic posters, newsletters, online petitions, and social media platforms to increase visibility and awareness of global issues (see [website](#) for portfolio).

### English as a Second Language Teacher

2011 to Present

*Clients in the USA and Europe, both in-person and online.*

- Native English speaker and CELTA-certified for both online and in-person teaching.
- Develop and implement original, detailed lesson plans customized to hundreds of students for online and in-person classes.
- One-year experience preparing students for Cambridge English Qualifications levels A1 to B2.
- Provide ongoing assessment and continuous strategies for improvement.

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

2011 to Present

<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 high-ranking officials within state governments, federal agencies, and private companies.

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- Completely redesigned and upgraded official government websites, and now provide regular updates and maintenance for the association ([www.llwforum.org](http://www.llwforum.org)) and members of the association, including [www.bpdirectory.com](http://www.bpdirectory.com), [www.cillrwcc.org](http://www.cillrwcc.org), [www.disusedsources.org](http://www.disusedsources.org), [www.midwestcompact.org](http://www.midwestcompact.org), [www.nwcompact.org](http://www.nwcompact.org), [www.Part-61.org](http://www.Part-61.org), and [www.secompact.org](http://www.secompact.org)

## Communications Director | WASH Advocates

2012 to 2014

[www.washadvocates.org](http://www.washadvocates.org)

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

- Created a new logo and developed an optimized website, organizational brand, and social media presence, resulting in an audience increase of more than 300% in one year.
- Managed communications regarding water, sanitation, and hygiene (WASH) issues to a community of more than 8,000 members.
- Served as a core team member who helped support the passage of a major bipartisan bill, the Senator Paul Simon Water for the World Act of 2014
- Planned and executed high-level meetings, briefings, and events for U.S. policy and decision makers, resulting in raised awareness of the WASH issue and related legislative proposals.

## Deputy Program Manager | Loch Harbour Group, Inc.

2011 to 2012

Alexandria, VA

[www.lochharbour.com](http://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 (DHS), including The Federal Emergency Management Agency (FEMA), and the Transportation Security Administration (TSA).
- Qualified for and taught members of government agencies to use a secure, innovative, statewide virtual database and communications system, the Homeland Security Information Network (HSIN).

## Social Media and Online Community Consultant | Communications Consortium Media Center

2009 to 2012

[www.ccmc.org](http://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 of about 1,500 members.
- Developed and implemented an online and in-person teaching workshop for hundreds of communications managers on how to use an innovative Drupal-based platform combined with a proprietary media database of more than 600,000 contacts.

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

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- [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

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**CELTA Certificate** | Certified to teach English as a Second Language in both Online and In-Person settings

**"Edward Tufte's Course on "Presenting Data and Information"** | Completed: "Visual Display of Quantitative Information," "Envisioning Information," "Visual Explanations," and "Beautiful Evidence"

**Georgetown University** | Master of Arts in Liberal Studies | Philosophy

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