

Cecilia Snyder

strategic communications expert ♦ certified teacher of language and technology skills ♦ graphic designer & website developer ♦ available online and in person

Contact

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Skills

-  Adobe InDesign, Dreamweaver, Illustrator, and Photoshop
-  Basecamp
-  CELTA ESL
-  Constant Contact
-  Convio
-  Drupal
-  EmailNow
-  Homeland Security Information Network
-  MailChimp
-  Microsoft 365
-  Network for Good
-  QuarkXpress
-  SharePoint
-  SurveyMonkey
-  Salesforce
-  Salsa
-  Squarespace
-  Weebly
-  WordPress
-  Webex
-  Zoom

PROFILE

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

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

Communications Director | LLW Forum, Inc.

2011 to Present

<http://llwforum.org/>

The Low-Level Radioactive Waste Forum is a national, nonprofit membership organization of Governor Appointees, U.S. agency representatives, and commercial brokers who work to support responsible and safe approaches to radioactive waste disposal.

- Promoted to Communications Director in 2022 and oversees all internal communications and assists with external exchanges and nationwide membership events.
- Completely redesigned and upgraded official government websites, and now provides regular updates and maintenance for the association (www.llwforum.org) including www.disusedsources.org, and www.Part-61.org.
- Manages membership interactions for a national organization of more than 2,000 high-ranking officials within state governments, federal agencies, and private companies.

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.
- Develops and implements original, detailed lesson plans customized to hundreds of students for online and in-person classes.
- Provides ongoing assessment and continuous strategies for improvement.

Strategic Communications Consultant

2009 to 2021

Clients Included: The Aspen Institute, CCMC, CORE Group, Faith in Foreign Assistance, Faiths for Safe Water, 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.

- Provided online and in-person training in advocacy and communications tactics for nonprofits in Africa, Asia, Europe, the U.K., and the U.S.; helped convene high-level leadership meetings and briefings, resulting in significant U.S. policy change through bipartisan legislation.

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- Ghostwrote and placed articles by former lawmakers and CEOs, wrote press releases, Op-eds, and background pieces in print and online media.
- Created 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).

Communications Director | WASH Advocates

2012 to 2014

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

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).

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

- [Logo Design, White Papers, Website Design and Maintenance, Branding: Low-Level Radioactive Waste Forum, Inc.](#)
- [WASH Your Hands Before You Eat: A curriculum for celebrating Global Handwashing Day & World Food Day](#)
- [Design: The Power is in Your Hands: Advocacy Soap Wrappers](#)
- [Writing, Editing, Graphic Design: White Ribbon Alliance for Safe Motherhood](#)
- [Johns Hopkins Bloomberg School of Public Health: A Field Guide to Designing a Health Communication Strategy](#)
- [Health Communication Partnership, USAID, US Agency for International Development: How to Mobilize Communities for Health and Social Change: A Field Guide](#)

EDUCATION

CELTA Certificate | University of Cambridge Certificate in Teaching English to Speakers of Other Languages

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