

Verónica Santiago

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8070 Crianza Place Vienna, VA 22182

Experience

National Council on Family Violence (NCFV) | Austin, TX
Communication Specialist | May 2008- June 2011

- Led design projects from inception to final fulfillment.
- Collaborated in the creation of agency work plan, including budgets, project time lines and agency grant deliverable compliance.
- Established process for design, revisions, production, bidding and proofing on assigned agency projects.
- Collaborated in updates to all agency websites, asset creation, bug fixes and revision of content.
- Developed and coordinated annual public relations and marketing plans for Texas Council on Family Violence, National Domestic Violence Hotline and National Teen Dating Abuse Helpline.
- Worked in distribution, proofing design and publication of agency newsletters "The River" and "The Hotlines".
- Collaborated in all communications efforts including event support, media relations, support of other communications staff and executive initiatives.
- Served as a "sounding board" and offered suggestions/input on media pieces issued by agency.
- Collaborated with multiple agency teams to create a consistent agency brand.

Veterans Affairs | National Cemetery Administration | Washington DC
HACU Intern | Summer 2006

- Compiled content for the Equal Employee Opportunity website, and delivered it to website developers.
- Prepared statistical reports on complaint activity, trends and analysis.

National Science Foundation (NSF) | Arlington, VA
HACU Intern | Summer 2004

- Collaborated in the development of the NSF's "Network for Earthquake Engineering Simulation" (NEES) website.
- Identified NSF's requirements and rules for website design from staff in the directorate for engineering.
- Developed a preliminary website content design layout and circulated it to the division and directorate staff.
- Collected content material from NSF's program directors in the division of civil and mechanical systems related to NEES website content: program solicitations, brochures, equipment site photos, web links, data, reports, and other information. Implemented the website with Dream Weaver web publishing tools, and HTMLX.

Detail oriented graphic designer with expertise in print design, Flash development, reviewing and analyzing project requirements. Strong team player recognized as an excellent problem solver with excellent communication skills in both Spanish and English.

Software Skills

Adobe Illustrator	Adobe Flash
Adobe Photoshop	HTML & HTMLX
Adobe InDesign	CSS
Adobe After Effects	Wordpress
Adobe DreamWeaver	Microsoft Office
Adobe Fireworks	ActionScript 2 & 3

Accomplishments

Event Branding

Created concepts and print materials including logos, handouts, signage and booklets for the following events:

- Executive Directors' Conference
- A Day to Shine Luncheon
- Honoring Women in Our Lives
- Capitol Day

Funding for The Hotline/15th Anniversary

Created concept for anniversary theme campaign including logo and also built an interactive flash online timeline that illustrated the history of the Texas Council on Family Violence. This was instrumental for the grant approval for The Hotline.

loveisrespect.org

Communicated importance of healthy relationships through online Flash interactive pieces (Ex. How (B)right are we together?), art for informative videos and printable posters.

Education

St. Edwards University | Austin TX
Graphic Design Major, BA | GPA: 3.37

Graduated December 2008

University of Puerto Rico | Arecibo Campus
Computer Science Major, BS

Graduated June 2004