

Désirée Santiago

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Strategic Human Capital Professional

Energetic HR leader with extensive experience directing strategic HR initiatives. Proven track record of leading complex projects, building programs, delivering results (growing LinkedIn followers over 1000% in 2 years), fostering collaboration, and optimizing processes to meet organizational goals in demanding environments.

WORK EXPERIENCE

Department of Defense • Alexandria, Virginia • 03/2019 - Present **Associate Director, Employment Integration & Strategic Civilian Recruitment (GS-0201-15)**

- Spearheaded a strategic recruitment program for the DoD civilian workforce, increasing recruitment effectiveness through targeted outreach and innovative marketing strategies.
- Revamped DoD's civilian employer brand, boosting brand recognition through a new website and targeted social media strategies, improving followers and reach by 1000% in 3 years.
- Increased participation in DoD Recruiters Consortium by 30% in 2 years, enhancing recruitment capacity by fostering collaboration among 600+ recruiters through shared resources.
- Championed the acquisition of third-party solutions, augmenting DoD's recruitment capabilities through data-driven insights and effective contract management.
- Led innovative projects as HR Transformation Team Chief of Staff, including developing a framework for measuring and enhancing personnel systems accountability across the DoD.

Department of Housing & Urban Development • Washington, DC • 01/2017 - 03/2019

Deputy Director, Human Capital Services (GS-0201-15)

- Directed human capital operations for a Cabinet-level agency. Fostered a culture of collaboration and continuous improvement and recognized as an Organizational Culture Champion.
- Led implementation of a Workforce Reshaping Process across HUD, optimizing organizational efficiency for the Department. Persuaded management to adopt this data-driven approach.
- Championed a data quality initiative that improved the integrity of HUD's human capital data by 15% in 90 days, empowering data-driven decision-making by management.

SKILLS

- Business Strategy
- Data Analysis & Visualization
- Employer Branding
- HR Information Technology
- HR Operations
- HR Risk Management
- Organizational Design
- Recruitment Marketing
- Risk Management
- Social Media in HR
- Strategic Human Capital
- Talent Acquisition
- Workforce Analytics

CERTIFICATIONS

Senior Professional in Human Resources

06/2010 - Present
HRCI

EDUCATION

Masters of Public Administration in Management

George Mason University
Fairfax, VA
12/2013

**Financial Crimes Enforcement Network • Vienna, Virginia •
11/2015 - 01/2017**

HR Operations Manager (GS-0201-14)

- Top Secret clearance. Led a team of HR specialists and contractors at FinCEN, overseeing all aspects of human resources management for the bureau.
- Optimized organizational efficiency and effectiveness through 3 strategic position management reviews in 6 months, offering recommendations to streamline work by 15%.
- Delivered timely and effective HR services; developed HR procedures, guidance, and tools to ensure compliance and streamline operations.

**Natural Resources Conservation Service • Washington, DC •
08/2012 - 11/2015**

HR Information Systems Manager (GS-0201-14)

- Developed and executed comprehensive information system plans, aligning HR operations with agency needs, resulting in improved staffing and classification outcomes.
- Improved HRIS data integrity by 10% in 8 months through rigorous data analysis and best practice implementation to enhance organizational decision-making capabilities.

TRAINING

Leadership for a Democratic Society

Federal Executive Institute

Charlottesville, Virginia

05/2024

Women's Leadership Program

WashU at Brookings

Washington, DC

05/2022