

Désirée Santiago, GGSC, SPHR

Strategic Human Capital Professional & Strengths Coach

Strategic Human Capital Professional & Gallup Global Strengths Coach. 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. Now empowering leaders to unlock their character arc and evolve into their most authentic, unique, and powerful selves.

WORK EXPERIENCE

Character Arc Leadership Coaching | Montclair, Virginia

03/2025 - Present

Character Architect and Gallup Global Strengths Coach

- » Founded Character Arc Leadership Coaching, a firm dedicated to empowering professionals to identify their best selves and harness their strengths for self-actualization.
- » Leverage certification as a Gallup Global Strengths Coach to guide clients in understanding and strategically applying their unique talents for enhanced leadership and career visioning.
- » Partner with individuals to navigate professional transitions, refine leadership narratives, and develop compelling personal stories that resonate with employers and stakeholders.
- » Specialize in solution-focused coaching, helping clients to clarify purpose, overcome challenges, and achieve impactful personal and professional growth.

Department of Defense | Alexandria, Virginia

01/2019 - 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 - 01/2019

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.

Financial Crimes Enforcement Network | Vienna, Virginia

01/2015 - 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.

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.

EDUCATION

Masters of Public Administration in Management

GEORGE MASON UNIVERSITY | Fairfax, VA

12/2013

CERTIFICATIONS

Gallup Global Strengths Coach

Gallup

05/2010 - Present

Senior Professional in Human Resources

HRCI

06/2010 - Present

SKILLS

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