

BETZY SANTIAGO

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Senior level business professional with extensive domestic and international experience transforming and optimizing business through community relations and strategic engagement. Experience in designing and executing initiatives in the fields of marketing, strategic planning, public relations, key client development, and government/media relations. Proven success in leading teams within various levels of the private, public and non-profit sectors as well as building and maintaining strong relationships that improve operations and increase revenue.

Credentials include strong facilitation skills, quick data analysis, and the ability to enhance branding. Experienced in building relationships and inspiring trust through strong performance, innovation, and process improvement. Versatile, solutions-oriented leader with experience across diversified industries and with a myriad of stakeholders.

EDUCATION | CERTIFICATIONS | CONTINUING EDUCATION

Masters in Business Administration with a Marketing Concentration, University of North Florida, Enrolled
Bachelor of Science (BS) in Business Management, University of North Florida, Jacksonville, FL

Leadership Programs – completed programs to build relationships and learn strategies and public policy.

- FBI Jacksonville Citizens Academy
- Lifework Leadership
- Leadership Jacksonville
- NE Florida Regional Leadership Academy
- Political Leadership Institute
- Leadership Academy at Jacksonville Transportation Authority (JTA)
- CPR / AED Awareness, Jacksonville Regional Fire & Rescue Training & Education Center (JFRD)
- NIMS ICS All-Hazards Liaison Officer, Emergency Management Institute

PROFESSIONAL EXPERIENCE

Florida State College at Jacksonville (FSCJ)

Business Solutions Strategist

2017 - Present

FSCJ has 4 campuses and 3 centers that serve over 50,000 students in 150+ Degree and Certificate Programs.

- Strategically manage and build 100+ business relationships to identify appropriate types of training needed. Conduct needs analysis. Develop and write proposals, project plans and contracts leading to sales totaling \$ 948,573.94 from July 1 – Dec. 31, 2018.
- Present to regional business, industry, trade, professional, and civic organization. Featured on television shows including: First Coast Living, Contigo en la Comunidad, and The Blue Wave (internal publication).
- Write, edit and approve copy and artwork for website, marketing ads, surveys, referral program and stock presentations. Develop strategic plan, sales development guide, and engagement toolkit. Sample <https://www.fscj.edu/business-solutions>

Lutheran Social Services

2016 - 2017

DIRECTOR – INTERNATIONAL PROGRAMS

Executive team member charged with formulating strategic direction and devising business development initiatives. Directed team of 32 from 14 countries that spoke 17 languages.

- Served as a collaborative partner to the CEO and an integral part of the Executive team in driving new growth and resources. Created business processes and procedures including work with website and board.
- Leveraged political and business contacts to update them and build support for LSS resulting in an awareness campaign that led to a new sustainable revenue streams while growing brand recognition.
- Ensured compliance with the scope of work for \$2.1 million in government grants. Negotiated new program increasing revenues by \$223,000 annually.
- Led the development and execution of resource for growth planning of existing programs, hired for and supervised 6 divisions, and contributed to the strategic direction of the organization.
- Implemented Six Sigma techniques to enhance compliance, revise plans, and improve processes. Expected cost savings of \$11,464 per person and \$119,974 in total staff expense.

City of Jacksonville

\$1b annual budget, 7,000 employees

2011 - 2015

SPECIAL ASSISTANT TO THE MAYOR/INTERNATIONAL OFFICER

Responsible for designing citywide level strategic outreach plan and enhancing professional contacts with business, non-profit, international, religious, and minority groups.

- Served as a key external representative: Researched, organized and prepared talking points, speeches and presentations building recognition of the city's initiatives among new audiences while strengthening existing relationships and developing 4000+ new partner contacts.
- Excelled at complex negotiations and enjoyed applying practical approaches to problem-solving and coalition building. Convened meetings with external stakeholders including the NFL and media to reach a population of approximately 70,000 residents for Hispanic Heritage Month. Created, planned and executed external outreach campaigns leveraging limited resources to create a 5-fold impact for city events.
- Set broad organizational strategy to engage international/multinational community as part of a collaborative team. Hosted 240+ international delegates including heads of state, mayors, consulates, plus.
- Collaborated with City's IT Department to redesign the webpage. Launched and managed Spanish language website and Facebook pages. Featured twice a month on Spanish radio.
- Emergency Operations Center Liaison during Hurricane Sandy, One Spark, Jazz Festival, Urban Blight Program and various storms. Shared information, gave tours to city leaders, and translated as needed.

Legacies LLC, MANAGING PARTNER: REAL ESTATE SALES CONSULTANT & PROPERTY MANAGER

2006 - 2011

Florida Real Estate Marketing Group, Residential and Commercial Real Estate Agent

2016 - 2017

Real estate industry veteran with a solid foundation of guiding clients with acquisitions, management and disposition of real property. (Also worked with a few real estate offices during this time.)

PROFESSIONAL AFFILIATIONS | COMMUNITY LEADERSHIP

Current Memberships: First Coast Manufacturer Association (Government Relations Committee Member), JAX Chamber of Commerce

Previous Memberships: Rotary International | Mayor's Liaison: Global Jax, Jacksonville Sister Cities Association, Emergency Operations Center, SE Citizens Planning Action Committee | Girls on the Run (Board Member) | First Coast Hispanic Chamber of Commerce (Past President)

MEDIA LINKS

First Coast Living Tuesday June 12th Florida State College at Jacksonville

<https://www.firstcoastnews.com/video/news/local/first-coast-living/fcl-tuesday-june-12th-florida-state-college-at-jacksonville/77-8157409>

Facilitator / Moderator Political Forums Jacksonville

Tu18Jax: Contigo en La Comunidad: <http://tu18jax.com/blog/contigo-en-la-comunidad-s001-parte-1/>

Channel 4 News: <https://www.news4jax.com/video/meet-your-local-candidates>

Website: Moderating a panel of bipartisan candidates running for office. VoteJacksonville.com / VotaJacksonville.com

Hola News: <https://holanews.com/de-cara-elecciones-primarias-latinos-escucharon-sus-candidatos/>

INDO US Chamber of Commerce Guest Speaker with Nancy Soderberg: Women at Work: Challenges Women Face in the Workforce

LSS of Northeast Florida and Local Groups Celebrate National Welcoming Week By Mixing Culture With Food

In support of National Welcoming Week, Sept. 13-20, 2014, Lutheran Social Services teamed up with local groups to hold dinners with refugees in the homes of Jacksonville families.

<https://coralfriend.wordpress.com/completed-courses/public-relations-writing/news-release/>

Sister Cities International: Fundraiser Celebrates Life of Nelson Mandela and Supports his Namesake Community

The fundraising gala brought in approximately \$10,000 that will be used to purchase medical supplies for a Mobile Clinic in Nelson Mandela Bay and will help to continue the humanitarian aid efforts in the region.

<https://sistercities.org/news/fundraiser-celebrates-life-nelson-mandela-and-supports-his-namesake-community>

Hearing and Balance Institute: Hearing Help For Africa

J. Douglas Green Jr., MD, FACS, hosted Nigerian diplomats at JHBI to introduce the visitors to the nonprofit organization, Hearing Help For Africa that is dedicated to giving the Gift of Hearing by surgically inserting cochlear implants into adults and children in need in Africa, especially Nigeria. <http://www.jhbi.org/hearing-help-africa/>

Mandarin NewsLine: Junior Achievement hosts business conference for teens

8th Annual Teen Entrepreneurship Conference "It's HER Business" at the University of North Florida University Center on March 15. Junior Achievement's JA Girl\$, along with community partners including The Small Business Development Center at UNF and Duval County Public Schools, held this one-day conference to encourage financial literacy and Junior Achievement hosts business conference for teens entrepreneurship among high school girls ages 15 to 18. http://www.mandarinnewsline.com/Archive_PDF's/2013_Apr_MNL.pdf

The Florida Times Union: The Mayor's Hispanic American Advisory Board recently honored seven community leaders ...

Mayor's Hispanic Leadership Awards 2013: The Mayor's Hispanic American Advisory Board recently honored seven community leaders and one military family for substantial local and national civic contributions.

<http://www.jacksonville.com/premium/2013-10-18/story/good-news-these-students-can-show-you-how-prevent-poisoning>

Florida Travel and Life: Viva Florida 500: Celebrate Hispanic Heritage Month

Jacksonville's Hispanic Dining Week from September 26 to October 6, 2013.

<https://www.floridatravellife.com/tags/florida-spotlight>

EcoLatino: Mujeres de Exito / The most Influential Hispanic Women in Northeast Florida

This month, Eco Latino has chosen to spread the word about some of the local Hispanic women in the Jacksonville community who make a difference on a daily basis. From education to medicine, these ladies consistently prove what they're made of: integrity and influence. <http://www.ecolatino.com/node/2756>

Hola Noticias: Hispanos se benefician de la feria comunitaria 'Es Mi Vida' (Hispanics benefit from "Es Mi Vida" Expo)

"Este es un evento para la comunidad, pero también de la comunidad, porque ellos también están dando de los recursos que tienen", expresó Betzy Santiago.

"This is an event for the community by the community because they too are providing their services and resources" stated Betzy Santiago. <http://holanoticias.com/news/2014/oct/10/hispanos-se-benefician-de-la-feria-comunitaria-es/>

The Florida Times Union: Naturalization Ceremony

A Naturalization Ceremony for 126 new citizens was held in the Jacksonville Public Library Main Library Conference Center in Jacksonville, FL on Friday Sep. 26, 2014.

<http://photos.jacksonville.com/mycapture/folder.asp?event=1850118&CategoryID=31695>

- **The Florida Times Union: Becoming a U.S. citizen 'is the best day of my life**

Naturalization ceremony conducted by the U.S. Citizenship and Immigration Services as part of the Es Mi Vida (It's My Life) Hispanic Expo on Jacksonville's Southside. <http://jacksonville.com/news/2013-10-12/story/becoming-us-citizen-best-day-my-life>

EcoLatino: Alvin's Angels

Three Latinas carving their path in the public arena depict Alvin Brown as the mayor who is changing the culture of government. The three discussed the experience of working for the local government.

<http://www.ecolatino.com/node/1308>

Duval County Hispanic Health Council: 2012: State of Hispanic Health in Duval County

From 2000 to 2010, the population of Florida grew by 18%. ... made up 7.6% of the population of Duval County, one of Florida's most populous <http://duval.floridahealth.gov/programs-and-services/wellness-programs/healthy-jacksonville/hispanic-health-council-of-jacksonville/documents/hispanic-health-report-6-25-12.pdf>