

# ANGÉLICA TIRADO-CRUZ

## CONTACT INFORMATION

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## PROFESSIONAL SUMMARY

Communications professional with 15+ years of experience helping organizations solve complex communication challenges. Skilled in strategic communication, stakeholder engagement, and translating complex information into clear, actionable messages.

Focused on improving how organizations communicate with employees who are not always at a desk, where access, clarity, and trust are critical.

## EDUCATION

### **Liberty University**

Executive Certificate of Communication

### **University of Wyoming**

MA, Spanish History  
BA, Spanish Literature

### **Brigham Young Idaho**

Certificate, Social Media Marketing

## SKILLS

- Strategic Communication
- AI Enabled Communication Strategy
- Internal & External Communications
- Stakeholder Engagement
- Public Affairs
- Crisis Communication
- Content Development
- Public Affairs
- English (Native) Spanish (Fluent)
- KPI Tracking

## SIGNATURE WORK

### **Fireboss Zone Communication Concept (White Paper)**

Developed a communication framework focused on improving how critical information reaches workers in high-risk, non-desk environments. Combined research, field insight, and communication theory to address gaps in message delivery and understanding.

## WORK EXPERIENCE

### **SR. COMMUNICATIONS SPECIALIST**

Sisecam Wyoming (06/2023-Present)

Lead strategic communications for over 550 employees across both desk-based and non-desk work environments. Support internal and external communication efforts, crisis planning, and stakeholder engagement.

- Identified gaps in how employees received information and developed a company-wide newsletter and video communication system to improve clarity and access
- Partner with leadership to translate complex business updates into clear, actionable communication for both desk and field employees
- Manage the company's LinkedIn presence, creating and publishing content that strengthens brand visibility and external engagement
- Plan and lead large-scale company events with budgets exceeding \$75,000, ensuring alignment with organizational goals and employee engagement
- Analyze communication data and employee feedback to improve messaging and support leadership decision-making
- Lead the development and publication of GRI-aligned Sustainability Reports and white papers
- Collaborate across departments on public affairs, employee engagement, and plant communication strategies

### **COMMUNICATIONS SPECIALIST**

Albany County School District (04/2022-05/2023)

Managed district-wide communications strategy to improve engagement and alignment across schools and the community.

- Led communication efforts across web, social media, and written channels to support district initiatives
- Created content for websites, newsletters, campaigns, and short-form video
- Introduced Canva Pro at no cost, resulting in over \$200,000 in savings
- Ensured consistent messaging and brand voice across all communication platforms
- Launched the "Feed It Forward" program to support students through community partnerships in receiving free lunches

### **SOCIAL MEDIA MARKETER**

Digital Sword (10/2018-11/2022)

Provided communication and digital strategy support to small businesses.

- Developed and executed social media strategies to increase brand awareness and engagement
- Created content including copywriting, graphics, and technical writing
- Delivered training sessions on digital communication and customer engagement
- Used analytics to evaluate performance and improve future campaigns
- Provided Spanish translation and culturally relevant messaging support