

# Carla Santamaria

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## OVERVIEW

An equitable workplace is one in which the weight of DEI labor rests on institutional support, not on the shoulders of minoritized employees. As a learning and development practitioner, I bring a DEI lens to all projects, and lead teams in creating institutional support by relying on evidence-based best practices to drive tangible results, on critical reflection strategies to prevent employee burnout, and on cultural humility to promote stakeholder buy-in. Producer and host of [The First Gen Coach Podcast](https://thefirstgencoach.com), a career development and lifestyle podcast for first-generation professionals.

## Core Competencies:

Cross-Functional Leadership | Program Design and Development | Program Evaluation and Implementation

## SELECTED EXPERIENCE

**Okta** **Remote**  
*Workforce Development Program Manager, Diversity, Inclusion and Belonging* *05/2022-Present*

- Lead and manage Year Up and Genesys Works internship programs end to end, developing targeted new employee onboarding and skill-building curriculum for interns and curating best practices for managers.
- Source mid-career professionals from historically excluded racial and ethnic identities for Equity Accelerator Fellowship; onboard, mentor, and develop Fellows to advance their career and marketability for tech roles
- Review and update communications for early career internship programs to ensure consistent voice across all programs and removing negative bias from DIB-sourced talent
- Develop KPIs and report metrics to DIB team and cross-functional workforce development stakeholders throughout Okta, increasing awareness of the contributions of minoritized talent and promoting the global business case for DIB internships and fellowship

**Memorial Healthcare System Office of Diversity, Equity, and Inclusion** **Hollywood, FL**  
*Program Consultant* *07/2021-05/2022*

- Partnered with Learning & Development to deliver on employee onboarding initiatives for the Office of Diversity, Equity, and Inclusion, including initial briefings and developing six-month learning journey; onboarding 500+ new employees monthly
- Drive a culture of inclusion for 14,000+ employees through knowledge-building efforts such as lunch and learn events, training, employee briefings, and website content.
- Streamlined existing processes and implemented new processes for clinical and nonclinical teams to access interpreting and translating services, increasing patient access to linguistically appropriate care and reducing the number of caregiver procedural inquiries by 15%.
- Managed vendor contracts for interpreting and translation services for 20+ facilities, increasing timeliness and accuracy of monthly and quarterly usage and complaint reports.
- Audited over 60 hospital policies, procedures, and practices for LGBTQ+ inclusivity. Worked cross functionally with clinicians and administrators to submit Human Rights Campaign Healthcare Equality Index, securing Top Performer in designation for Memorial Regional Hospital.

**First Gen Coaching and Consulting** **Remote**  
*Founder and Lead Consultant* *06/2021-Present*

- Provide DEI program evaluation and facilitated workshop services to private and nonprofit organizations
- Provide succession planning and executive coaching services to organizations seeking to diversify leadership
- Develop, host and lead DEI events and experiences, including career development event with 400 participants

**Miami Dade College Institute for Civic Engagement and Democracy** **Miami, FL**  
*Director of Wolfson Campus* *08/2019-07/2021*

- Restored, digitized, and scaled the Institute's flagship engagement tool, the Civic Action Scorecard, influencing across multiple teams and groups to create leadership and stakeholder buy-in and adoption. Aligned Scorecard processes and solutions to College learning objectives and increased year-to-year usage by 30%.
- Spearheaded full-scale overhaul of programmatic strategy and developed first-ever organizational theory of change. Developed and executed communication strategy to reintroduce the Institute to College community.

- Directed end to end strategic operations for the Institute in Miami Dade College's primary campus, serving 28,000 students of predominantly low-income, first generation, and international student status
- Build and manage a team of up to 10 direct reports, leading onboarding, development, and daily operations. Coached, mentored, and provided ongoing learning and development, increasing team effectiveness
- Led team to design, develop, and implement learning objectives and develop key metrics for 7 campus programs and initiatives. Grew programs to largest among all 8 College campuses.
- Chaired Women's History Month Committee, leading month-long event and communication strategy. Hosted 12+ events with 500+ attendees. Participants increased awareness of intersectionality across racial, ethnic, sexual orientation, and socioeconomic identity and it's impact on civic engagement
- Deepened and managed relationships with key stakeholders including nonprofit and government agencies, national partners and private businesses. Onboarded 40+ new partners to host MDC students as volunteers.

### **University of Miami Office of Civic Engagement and Democracy**

*Program Coordinator*

*AmeriCorps VISTA*

**Coral Gables, FL**

*03/2017-05/2019*

*02/2016-02/2017*

- Led end-to-end management and support for Civic Scholars program, a leadership development program focused on civic engagement.
- Conducted assessments and focus groups to understand and address participant pain points. Developed and implemented solutions and scaled program to 3xs its original size over two years
- Redesigned and facilitated senior reflection seminar, addressing curriculum gaps related to equity, inclusion, and accessibility. Increased participants' application of equity-based, inclusive civic engagement strategies.
- Designed and facilitated informational workshops, outreach events, group discussions and collaborative projects. Established cadences for events and other workstreams and documented in the program manual.
- Promoted civic learning to internal stakeholders, securing first-ever engineering faculty to the Engaged Faculty Fellows program and increasing year-to-year faculty adoption of civic courses by 25%.

### **Breakthrough Miami**

*Summer Program Manager and Dean of Students*

*AmeriCorps State Service Member*

**Palmetto Bay, FL**

*05/2015-08/2015*

*08/2014-05/2015*

- Recruited, onboarded, and managed 35 volunteers to assist in daily duties for summer program and bi-weekly duties for academic year program. Increased volunteer retention from 50% to 90%
- Managed all aspects of the Federal Food Service Program, including vendor management, logistics and ensuring compliance with federal and state regulations. Received 100% passing rate at monthly audits
- Developed and implemented weekly life skills curriculum and daily advisory curriculum for 120 students, emphasizing mindfulness and well-being. Reduced classroom disruptions by 33% year over year

## **EDUCATION**

**Master of Science in Education, Community and Social Change Program** | University of Miami

**Bachelor of Arts in Sociology** | Latin American Studies Certificate | Florida International University

### **Certifications**

- **Lean Six Sigma Yellow Belt** | Memorial Healthcare System | March 2022
- **Sustainable Strategies** | LinkedIn | March 2022
- **Diversity, Equity, and Inclusion (DEI) in the Workplace Certificate** |USF Muma College of Business
- **Advanced Facilitation Skills** | Essential Partners | April 2021
- **Anti-Racism Community of Practice** | Campus Compact| Spring 2021
- **Community Leadership on the Environment, Advocacy, and Resilience** | Catalyst Miami | July 2020

## **ADDITIONAL SKILLS**

Relationship Building | Cohort Building | Program Evolution | Workstream Design | Data Analytics

**Clifton Strengths Top 5:** Positivity, Learner, Input, Ideation, Context

**Languages:** Spanish, Portuguese