



I'M

# DAYANA

Master of Science in Strategic Communication

INTERNAL COMMUNICATIONS STRATEGIST  
& STORYTELLING LEADER

Internal Communications • Strategic Messaging • Employee Engagement

• Leadership Communication • Multi-Channel Storytelling • Change &  
Transition Communication

I am an internal communications and strategic storytelling professional with 15+ years of experience helping organizations communicate with clarity, consistency, and purpose. My career spans global research, government, utilities, and healthcare, where I have developed internal communication strategies, crafted messaging for senior leaders, and supported employees through organizational change.

At Lilly, I partner with leaders and cross-functional teams (HR, Marketing, Legal, Regulatory, Operations, Analytics) to shape internal narratives, strengthen employee engagement, and deliver multi-channel communication across digital, video, written, and event-based platforms. My work centers on simplifying complexity, elevating organizational storytelling, and creating messages that resonate across diverse audiences.

My approach is rooted in clarity, empathy, and alignment. I focus on delivering communications that connect employees to strategy, reinforce culture, and support change across dynamic and fast-paced environments.

**Languages:** English • Spanish • German | Basic French

1. My Approach ↗

2. Strategic Plan ↗

3. Lilly Portfolio ↗

3. My Website ↗

WRITING EXAMPLES



PORTFOLIO

# How I Will Drive Impact

- **Deliver clear, engaging, and audience-centered internal communications** that strengthen alignment and deepen employee understanding of organizational priorities.
- **Translate complex strategies into accessible messages** that help colleagues across GBS & Finance understand the “why,” “what,” and “how” behind key initiatives.
- **Partner with senior leaders** to develop messaging, talking points, town hall content, conference remarks, and communications that build trust and transparency.
- **Strengthen culture and engagement** by designing multi-channel campaigns — digital, video, written, events — that celebrate teams, highlight impact, and reinforce shared purpose.
- **Support change initiatives** with structured, empathetic communication that helps employees navigate transitions with clarity and confidence.
- **Improve communication workflows** through stronger planning, content governance, and collaboration across HR, Compliance, People Development, and ERGs.
- **Use feedback, insights, and analytics** to evaluate communication effectiveness and continuously refine strategy.
- 

## MY APPROACH

I lead with clarity, empathy, and inclusivity.

I believe internal communication is most powerful when it is:

- **Clear** — removing noise and making information accessible
- **Human-centered** — connecting people to purpose, strategy, and each other
- **Consistent** — strengthening trust through alignment and reliability
- **Engaging** — using storytelling and multi-channel creativity to bring messages to life
- **Collaborative** — partnering across functions to speak with one unified voice

I work to simplify complexity, elevate storytelling, and create communication experiences that employees remember, trust, and act on.

# Core Competencies

- Internal Communications Strategy
- Leadership Messaging & Talking Points
- Multi-Channel Storytelling
- Organizational & Change Communication
- Employee Engagement Campaigns
- Digital, Video & Written Content
- Event & Town Hall Communications
- Intranet & Content Management
- Cross-Functional Collaboration
- Cultural & ERG Communications
- Measurement & Communication Insights
- Communication Governance & Consistency
- Inclusive Messaging
- Operational Excellence & Workflow Clarity

## PROFESSIONAL EXPERIENCE

- **Creative Lead**  
Eli Lilly
- **Marketing Communications & Design Specialist**  
SCI REMC
- **Communications & Media Coordinator**  
Leadership Development International
- **Marketing Communications & Design Coordinator**  
JC REMC
- **Global Communications Manager**  
Inotive (Envigo)
- **Marketing And Communications Lead**  
Warwickshire County Council
- **Creative Lead (No Exact Translation)**  
French Agency Spirit Mccann **McCANN** ↗

## EDUCATION

- **Master of Science in Communication** (4.0 GPA) – Purdue University
- **B.S. in Communications & Visual Communications** – Indiana University
- **Communications & Information Technology Engineering** – Mannheim University of Applied Sciences, Germany
- **Marketing Associate Degree** (German Dual System)



# Strategic Plan

1. My Approach ↗

2. Strategic Plan ↗

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WRITING EXAMPLES

# Strategic Plan

## My Vision

To build communication experiences that help every employee feel informed, connected, and valued.

My vision as an internal communicator is to create messaging that strengthens understanding of strategy, encourages engagement, and supports colleagues through change. I aim to cultivate a communication environment rooted in clarity, transparency, and meaningful connection across GBS & Finance.

## Results Expected By Day 90

- Established trusted relationships across GBS & Finance
- Delivered early multi-channel communication wins
- Improved clarity and cohesion of internal messaging
- Supported leaders with strategic communication materials
- Built a foundation for long-term communication strategy and measurement

Days 1-30

## 1. Listen, Learn, Align

**Objective:** Understand the people, priorities, and communication landscape.

- Learn GBS & Finance structure, stakeholders, channels, and current communication rhythms
- Review existing messaging, intranet content, campaigns, and communication tools
- Identify audience needs across roles, levels, and geographies
- Build relationships with HR, Finance, Compliance, HSE, and People Development
- Understand tone, expectations, and leadership communication styles

**Outcome:** Clear map of stakeholders, priorities, channels, and opportunities.

Days 30 - 60

## 2. Strengthen Clarity, Consistency & Planning

**Objective:** Improve communication processes and deliver early wins.

- Begin drafting messaging and internal updates for leaders
- Introduce content clarity and alignment practices
- Support upcoming town halls, newsletters, and campaigns
- Partner with HR and People Development to reinforce cultural initiatives
- Improve communication workflows across partners
- Develop simple content playbooks for consistency

**Outcome:** Improved clarity, smoother workflows, and strong partnerships with key leaders.

Days 60 - 90

## 3. Deliver Multi-Channel Engagement

**Objective:** Increase engagement and elevate the internal narrative.

- Launch a multi-channel communications initiative (digital, written, video, events)
- Support change communications with messaging and leader guidance
- Implement early insights-based improvements using feedback and analytics
- Create templates, frameworks, and reusable communication assets
- Strengthen the strategic storytelling across GBS & Finance

**Outcome:** Stronger engagement, clearer messaging, and measurable communication improvement.



PORTFOLIO

# Lilly Portfolio

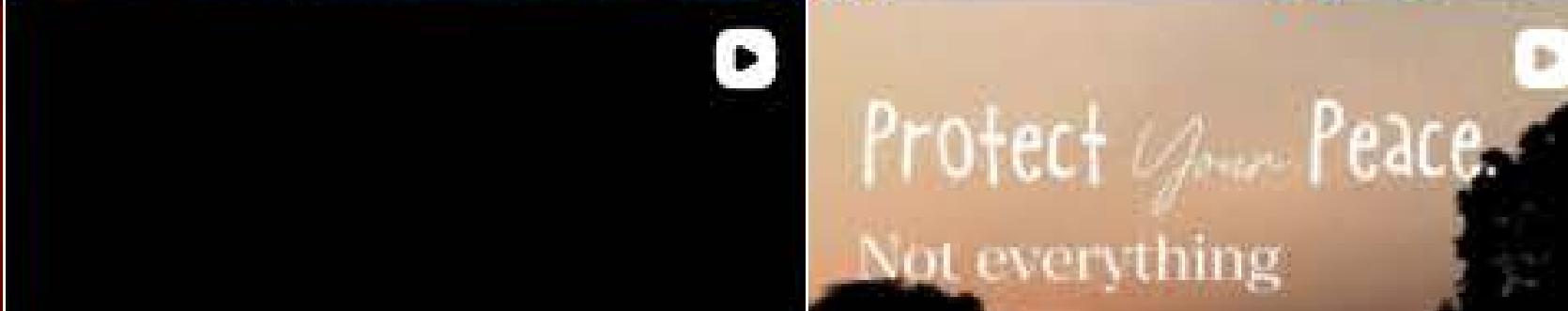
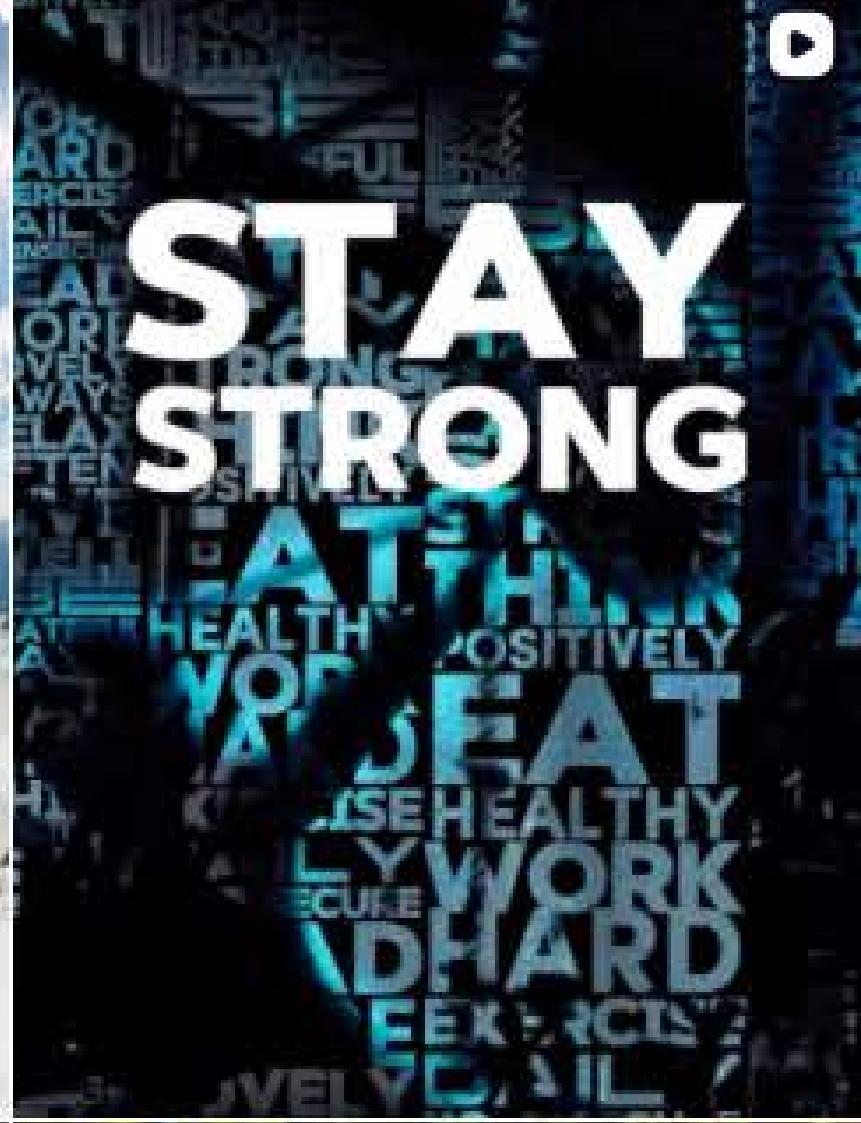
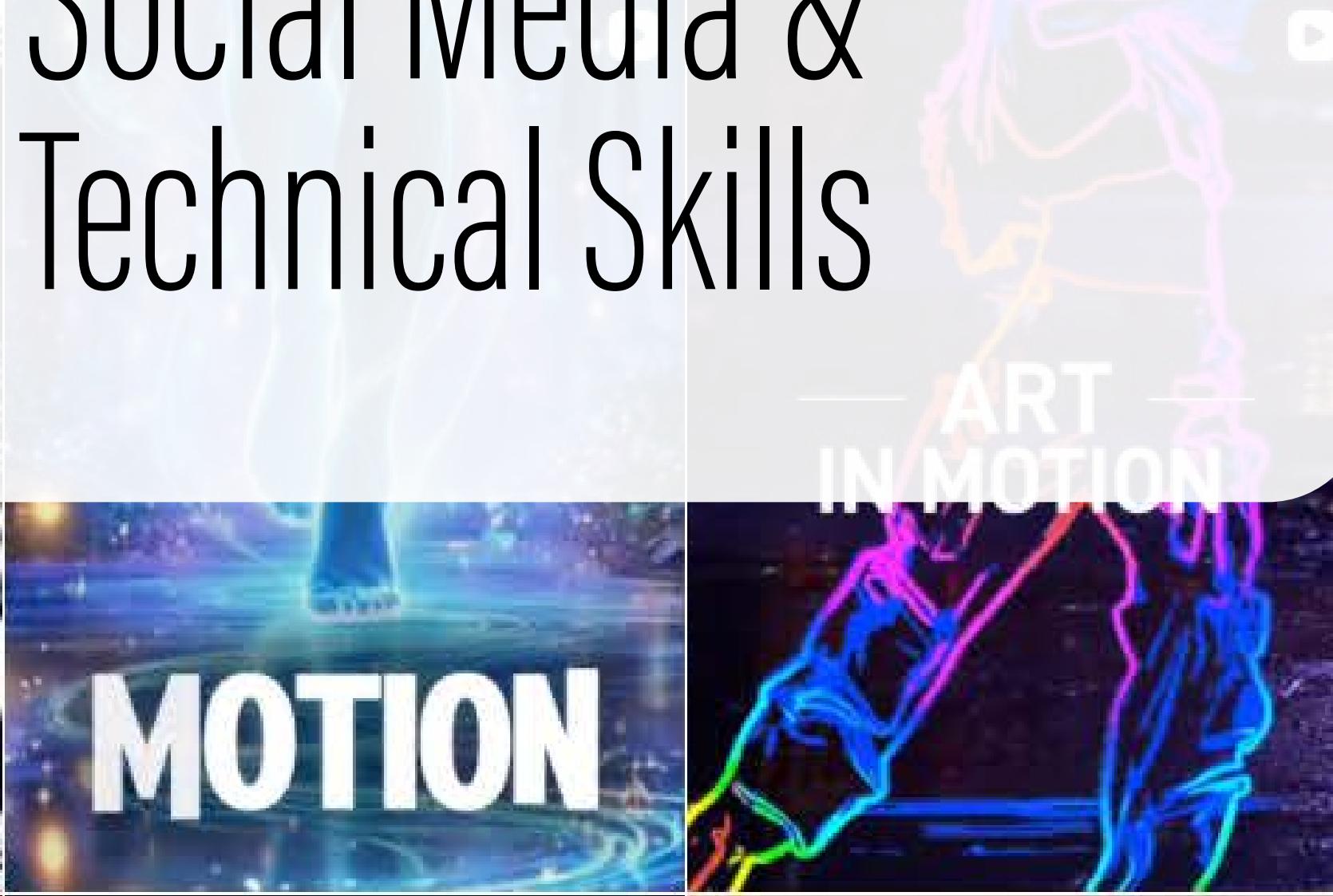
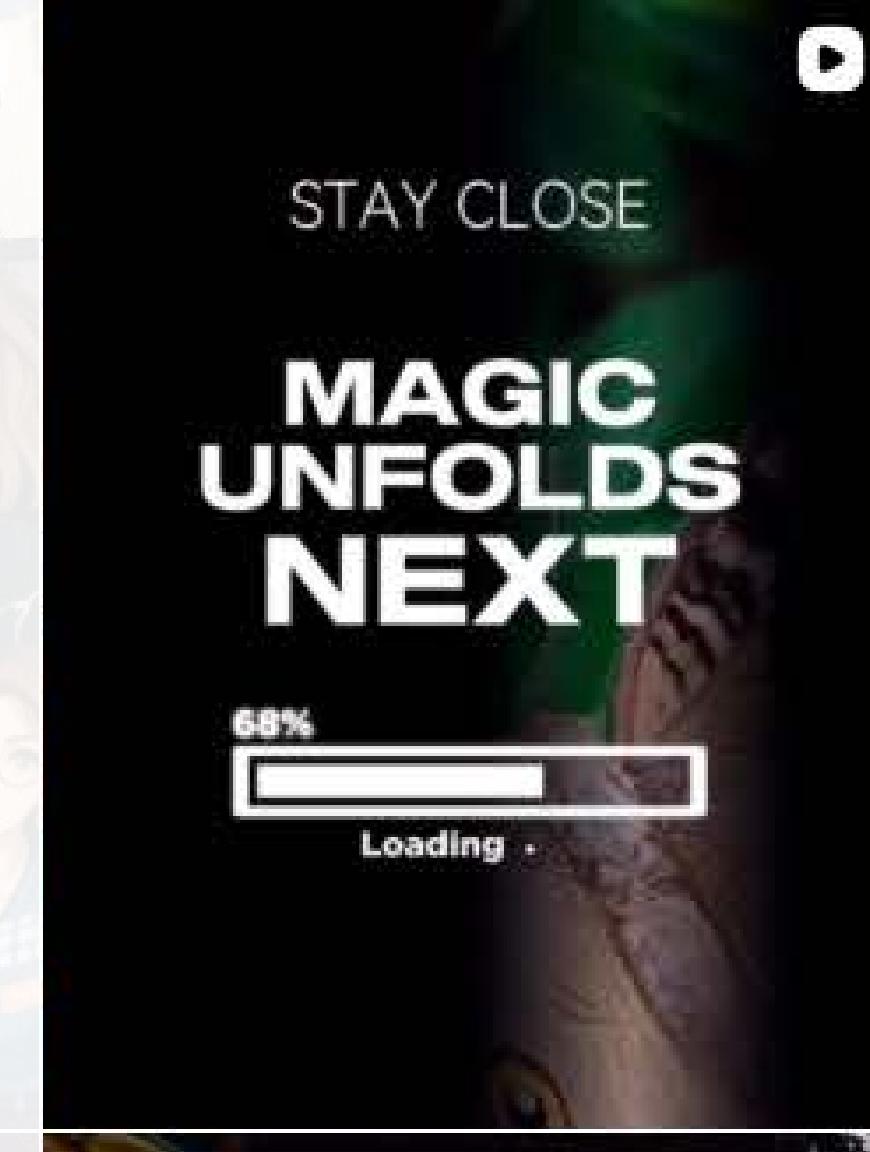
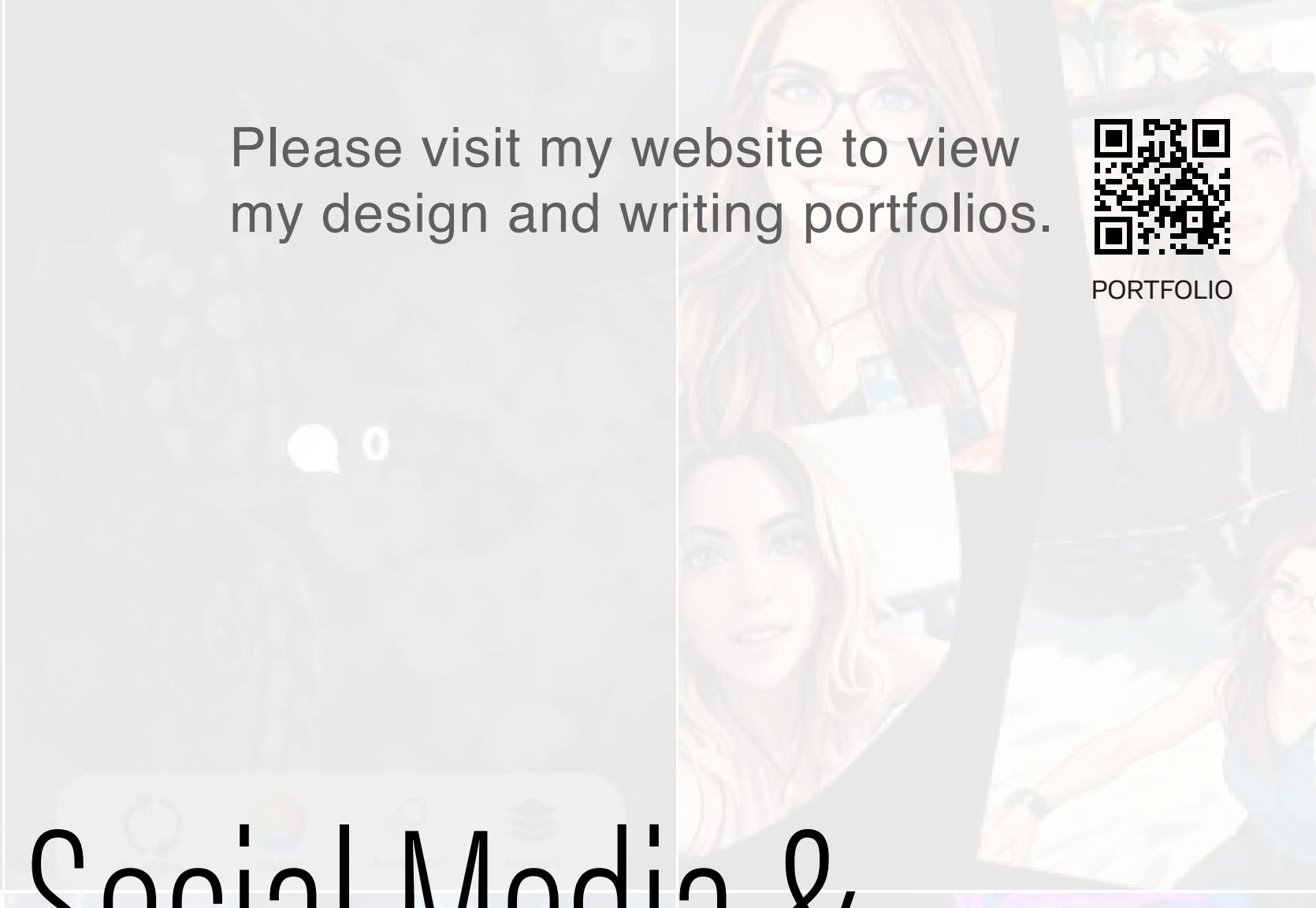
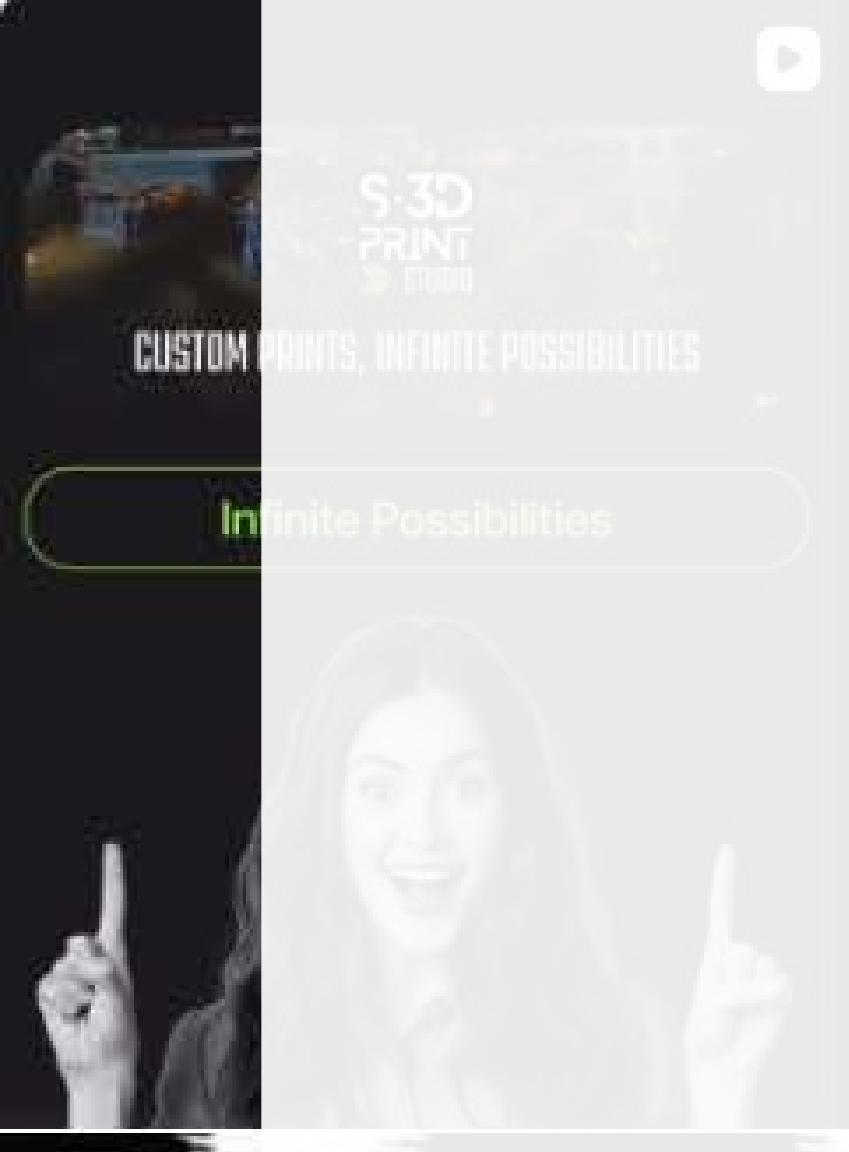
1. My Approach ↗

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3. Lilly Portfolio ↗

3. My Website ↗

WRITING EXAMPLES



1. My Approach ↗

2. Strategic Plan ↗

3. Lilly Portfolio ↗

3. My Website ↗

3. Technical Skills ↗

# My Skills

Dayana Sanchez

## Core Design & Creative Skills

- Expert knowledge of design principles, layout, composition, and visual hierarchy
- Advanced typography and typesetting skills
- Deep understanding of brand standards and visual identity systems
- Ability to interpret creative briefs and turn them into compelling visual solutions
- Strong conceptual thinking; ability to execute high-impact creative concepts
- Hands-on execution across digital, social, print, and experiential platforms
- Ability to build and maintain design systems, templates, and visual asset libraries
- Commitment to inclusive, accessible design across all formats
- High-level craftsmanship and extreme attention to detail
- Strong visual storytelling and cross-channel design cohesion

## Software & Technical Expertise

- Advanced proficiency in Adobe Creative Cloud (latest version):
  - Illustrator
  - Photoshop
  - InDesign
  - After Effects
  - XD / Figma (interaction design)
  - Premiere
- Knowledge of digital production, file prep, and formatting
- Ability to leverage creative technology to streamline workflows
- Familiarity with automation tools and platforms that reduce repetitive work
- Competence in Microsoft Office (PowerPoint, Word, Excel)
- Experience working on a Mac platform

## Collaboration & Communication

- Ability to collaborate with Art Directors, ACDs, copywriters, designers, and cross-functional partners
- Strong written and verbal communication across levels
- Ability to articulate design rationale and guide stakeholders
- Participate in creative reviews; give and receive constructive feedback
- Support team learning by sharing best practices and creative insights
- Ability to work within a small, high-performing team environment

## Strategic & Operational Skills

- Understanding of creative development, digital marketing, brand strategy, and omnichannel strategy
- Ability to manage complex, multi-channel creative campaigns
- Strong problem-solving and strategic thinking skills
- Experience supporting multiple brands simultaneously
- Understanding of audience behavior, platform trends, and current design innovations
- Ability to drive consistency and operational efficiency
- Ability to uphold regulatory, accessibility, and compliance standards
- Time management, organization, and prioritization across competing deadlines

## Project & Workflow Management

- Experience with project management methodologies:
  - Agile
  - Waterfall
- Experience with project management tools, especially:
  - Workfront
  - Wrike / Jira
- Ability to track time and duration at the task level
- Ability to follow business rules and processes with discipline
- Manage multiple projects from concept to final delivery

## Industry & Marketing Skills

- Understanding of healthcare marketing (HCP and DTC)
- Comfort navigating rigorous compliance review processes
- Experience with enterprise-level clients and high-volume, high-stakes deliverables
- Experience designing for regulated industries
- Knowledge of paid, shared, earned, and owned channels (PESO)

## Professional Attributes

- Eager learner; seeks continuous improvement and growth
- Openness to feedback and collaboration
- High accountability and reliability; delivers on-time and to specifications
- Motivated to pursue industry certifications (Adobe, Meta, etc.)
- Ability to work in a fast-paced, evolving in-house agency
- 15+ years of professional design experience

# TECHNICAL DESIGN SKILLS - Video and Animation

## Adobe After Effects - Adobe Premier Pro

MOTION | LIGHT ANIMATION | SOCIAL ASSETS

### Motion Light Animations – Social Asset Examples

These visuals are a storyboard showcasing four different motion-light animation concepts. They highlight how light, energy, and atmospheric effects can be used to bring a brand to life in social formats.

### About the Logo Used

- The logo featured here belongs to my kids' small 3D-printing business.
- I used their logo strictly as a placeholder to demonstrate motion effects, transitions, and animation styles—this is not client work.
- The focus is on showing movement, visual style, and animation approaches, not brand design.

### What These Animations Demonstrate

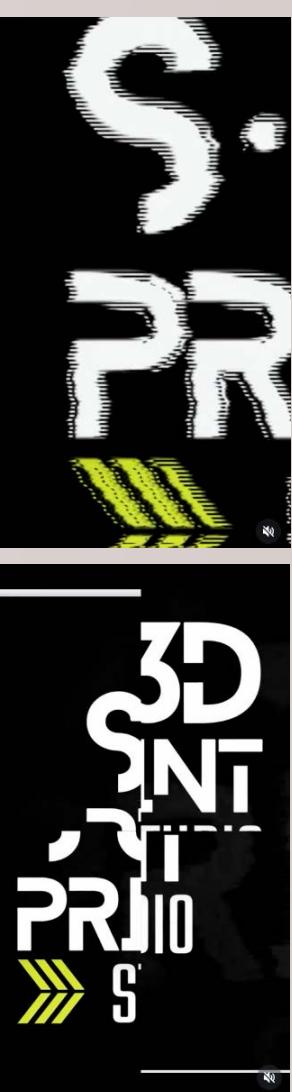
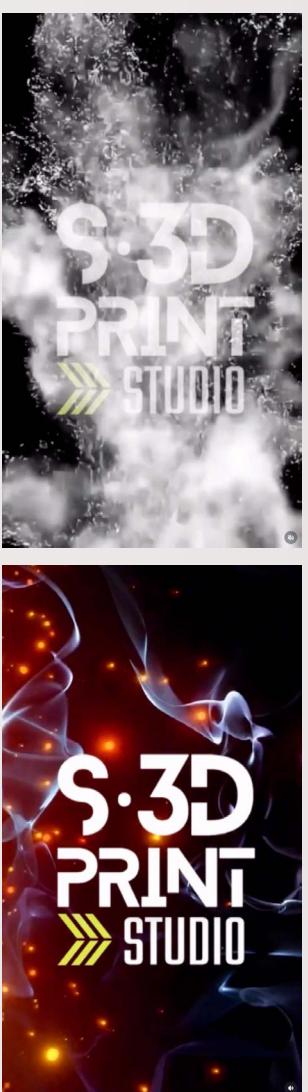
- Light-based motion effects (glow, energy rings, fire/light interaction)
- Atmospheric transitions (smoke, sparks, glowing particles)
- Holiday-themed animation (seasonal overlays, color shifts, festive elements)
- Clean graphic animation (line-build, glitch effects, logo reveals)

### Technical Highlights

- Each animation uses separate layers, allowing for:
  - Smooth logo reveals
  - Dynamic transitions
  - Color-driven mood changes
  - Scalable layouts for vertical social formats
- These examples show how a brand can use motion to enhance:
  - Reels / TikTok
  - Stories
  - Animated social ads
  - Product intro clips
  - Seasonal promotional content

 [LINK TO MY INSTAGRAM PAGE](#)

Click any thumbnail to view the reel on Instagram

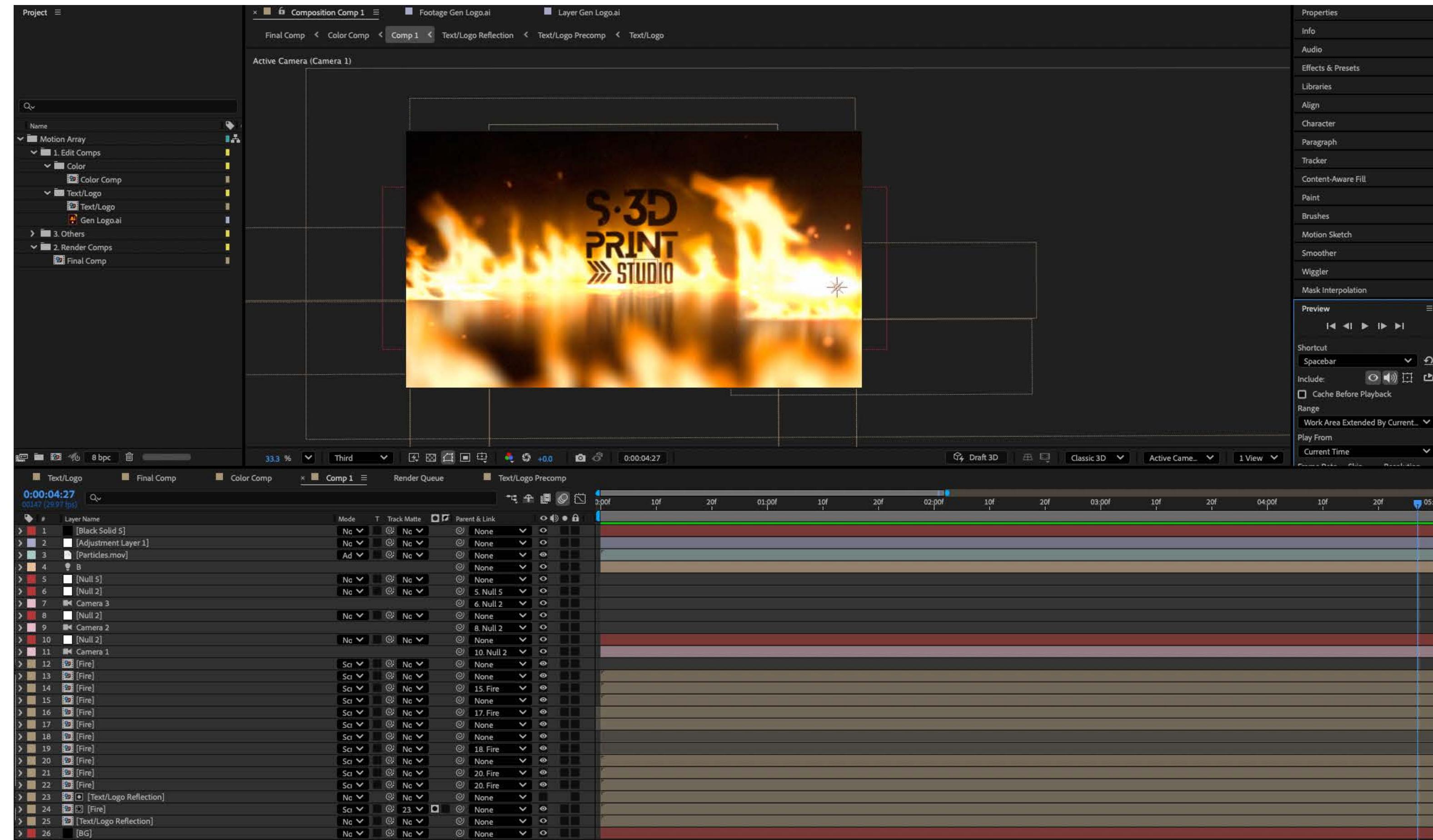


# TECHNICAL DESIGN SKILLS - Video and Animation

## Clean Layers & Organized Workflow

This animation was built with a highly structured layer system in After Effects, ensuring clarity, scalability, and ease of reuse.

### [LINK TO AFTER EFFECTS SOURCE FILES](#)



## Key highlights include:

- **Clean, labeled layers** for every effect, element, and transition
- **Logical grouping and hierarchy**, making the file easy to navigate
- **Template-ready structure**, allowing quick updates to logos, colors, and animations
- **Efficient workflow**, reducing rework and enabling faster iteration
- **Modular build**, so individual components can be reused across future projects

### [LINK TO MY INSTAGRAM PAGE](#)

Click any thumbnail to view the reel on Instagram



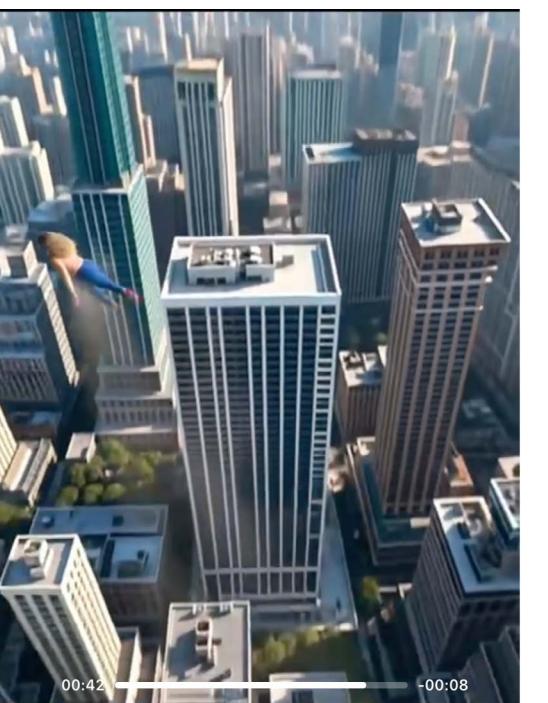
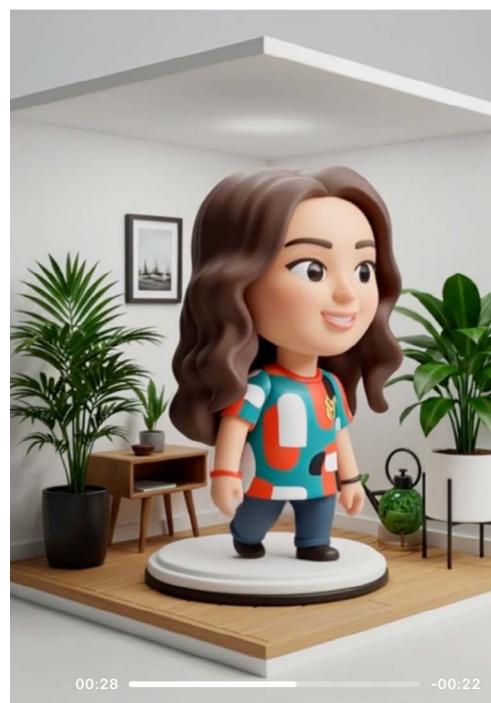
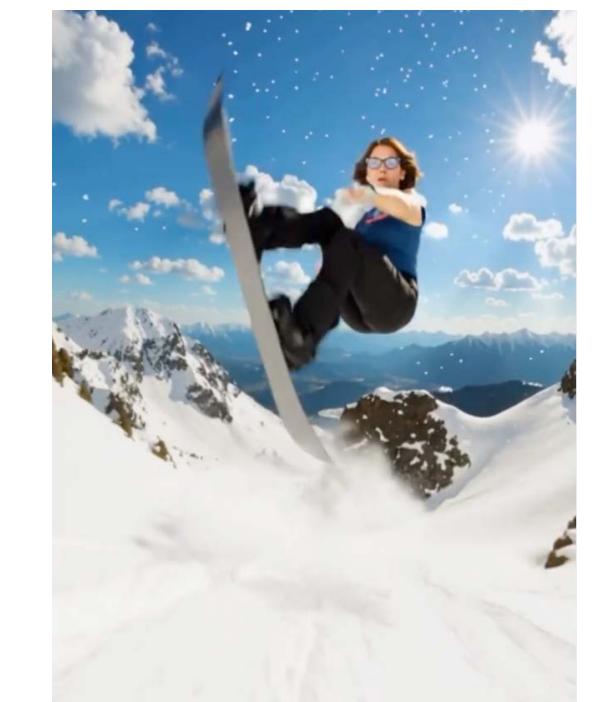
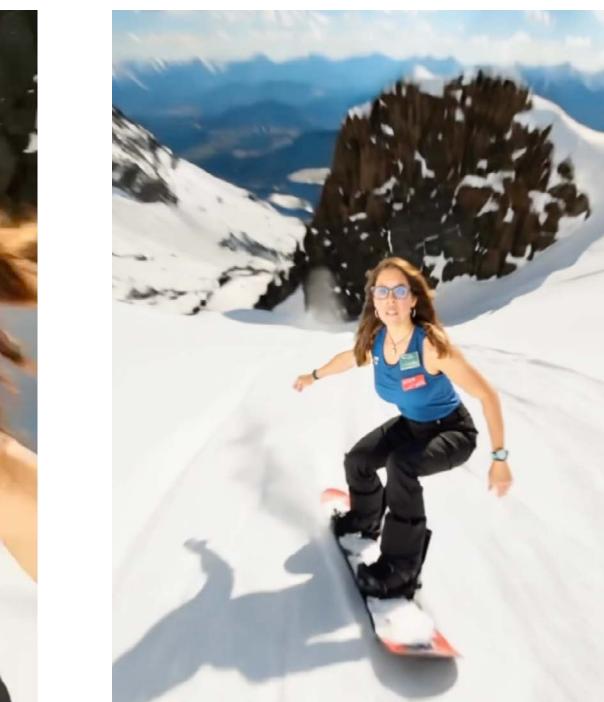
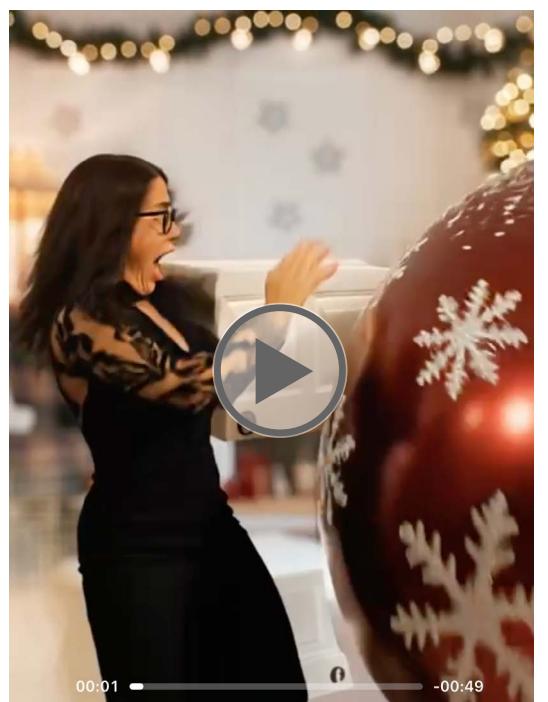
# TECHNICAL DESIGN SKILLS - Video and Animation

## The Many Versions of Me

To avoid licensing limitations, I used myself as the subject for this technical demonstration. Each clip showcases a different production technique, including compositing, motion graphics, character transformation, stylization, digital effects, and environment replacement.

 [LINK TO MY INSTAGRAM PAGE](#)

Click any thumbnail to view the reel on Instagram



 [Link to Reel in Instagram](#)

This short reel highlights how one raw video source can be manipulated through multiple advanced workflows, demonstrating my range in **video editing, motion design, VFX, character generation, AI-assisted enhancement, and creative compositing**.

# TECHNICAL DESIGN SKILLS - Video and Animation

## Motion Transfer & VFX Exploration

For this set, I used **AI motion transfer techniques** to apply complex choreography to my own footage — **because I definitely can't dance like this in real life.**

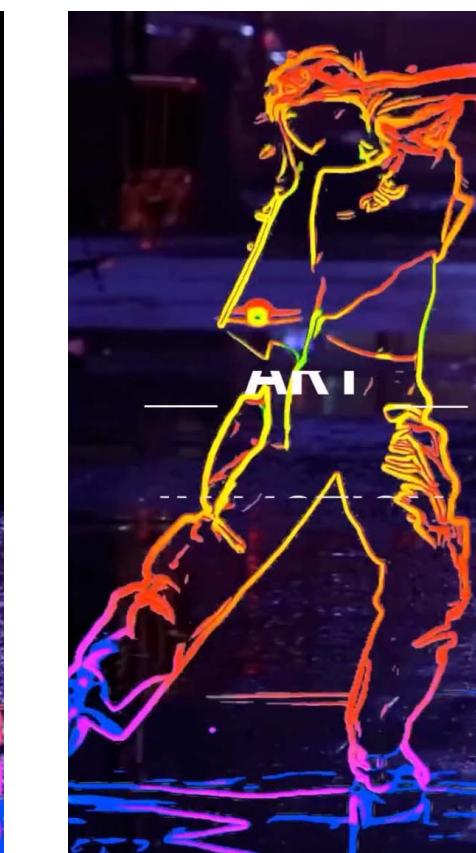
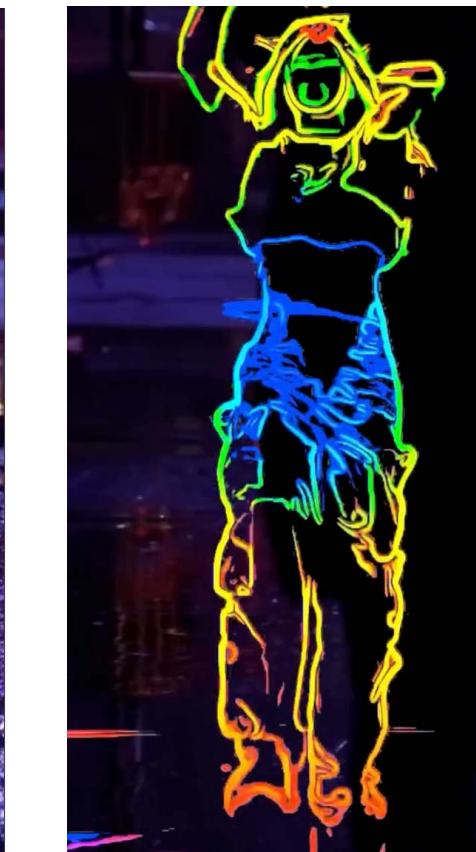
By blending live-action footage with stylized effects and advanced motion manipulation, these examples highlight my versatility in **motion design, VFX, and creative experimentation.**

The goal was to demonstrate how movement, effects, and compositing can be combined to create high-impact visual storytelling. This includes:

- **AI-driven motion transfer**
- **Digital rotoscoping and line-art animation**
- **Electric, glow, and energy effects**
- **Environmental compositing and atmospheric overlays**
- **Layered VFX workflows in After Effects**

 **LINK TO MY INSTAGRAM PAGE**

Click any thumbnail to view the reel on Instagram



# TECHNICAL DESIGN SKILLS - Video and Animation

## Multi-Style Reel Exploration

Each reel in this collection represents a distinct **visual workflow**, highlighting my ability to adapt techniques based on narrative, emotion, and platform needs.

This set includes:

- **Advanced motion graphics** with kinetic type and animated UI elements
- **Mixed-media compositing** that blends video, illustration, and photographic layers
- **Cutout and collage animation** for bold, editorial-style storytelling
- **Cinematic color treatments** to shift tone and atmosphere
- **Nature footage enhanced with motion overlays and frame-by-frame edits**
- **AI-assisted stylization** and illustration-to-video render workflows
- **Holiday and thematic video design**, integrating lighting, texture, and seasonal effects

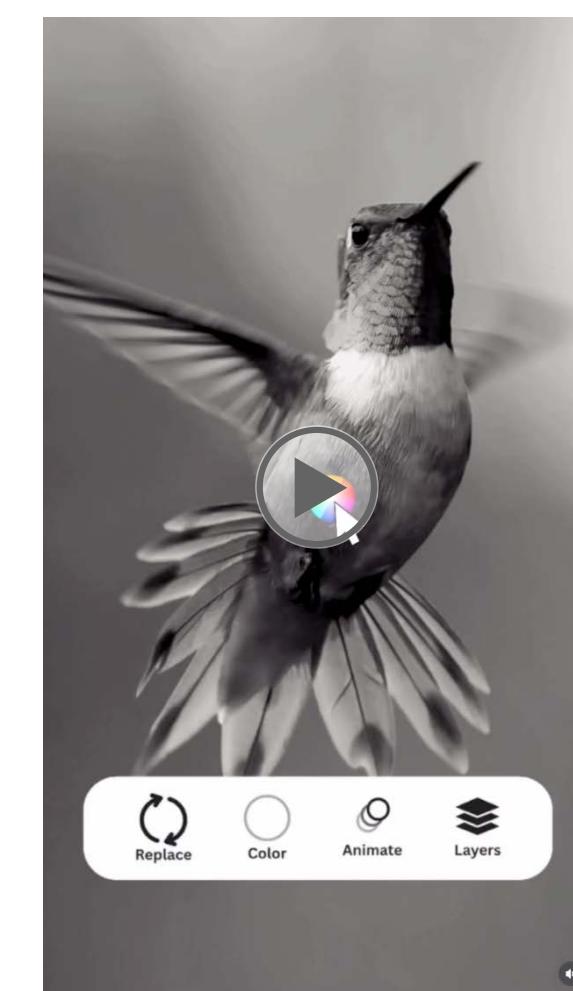
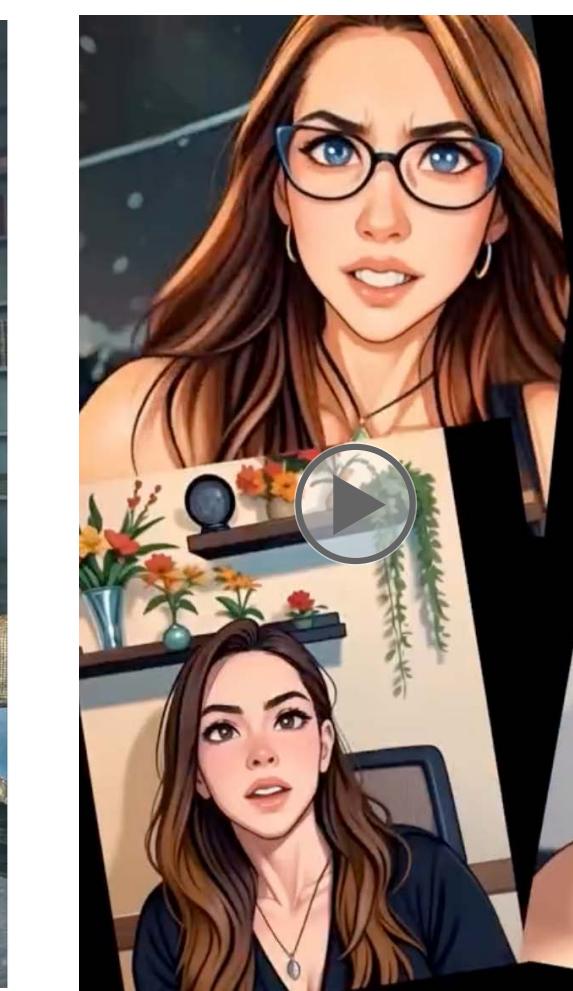
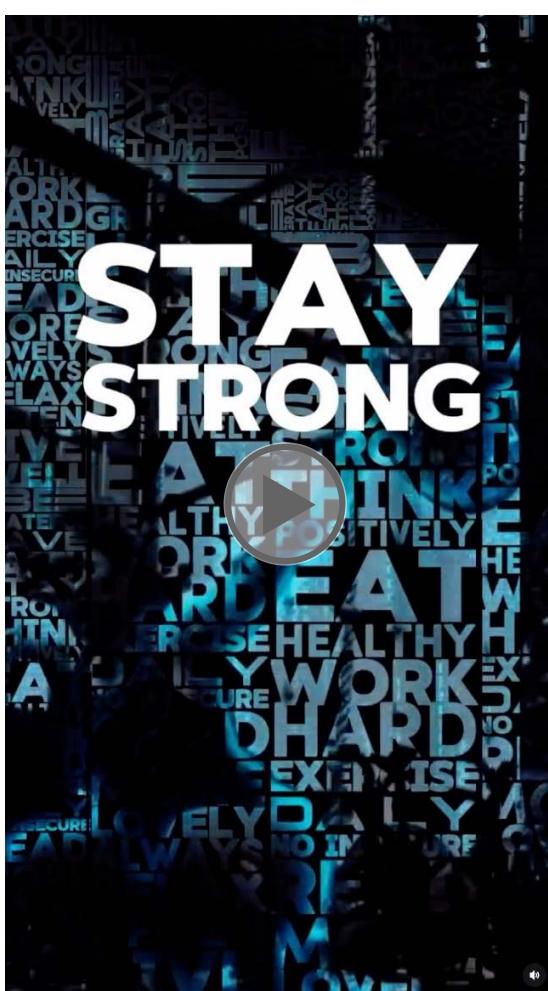
Together, these reels demonstrate a wide range of **technical proficiency in motion design, video editing, compositing, and digital enhancement**—showing how a single concept can be elevated through different creative and technical approaches.

**I recommend enabling sound for full experience.**



[LINK TO MY INSTAGRAM PAGE](#)

Click any thumbnail to view the reel on Instagram



Replace Color Animate Layers

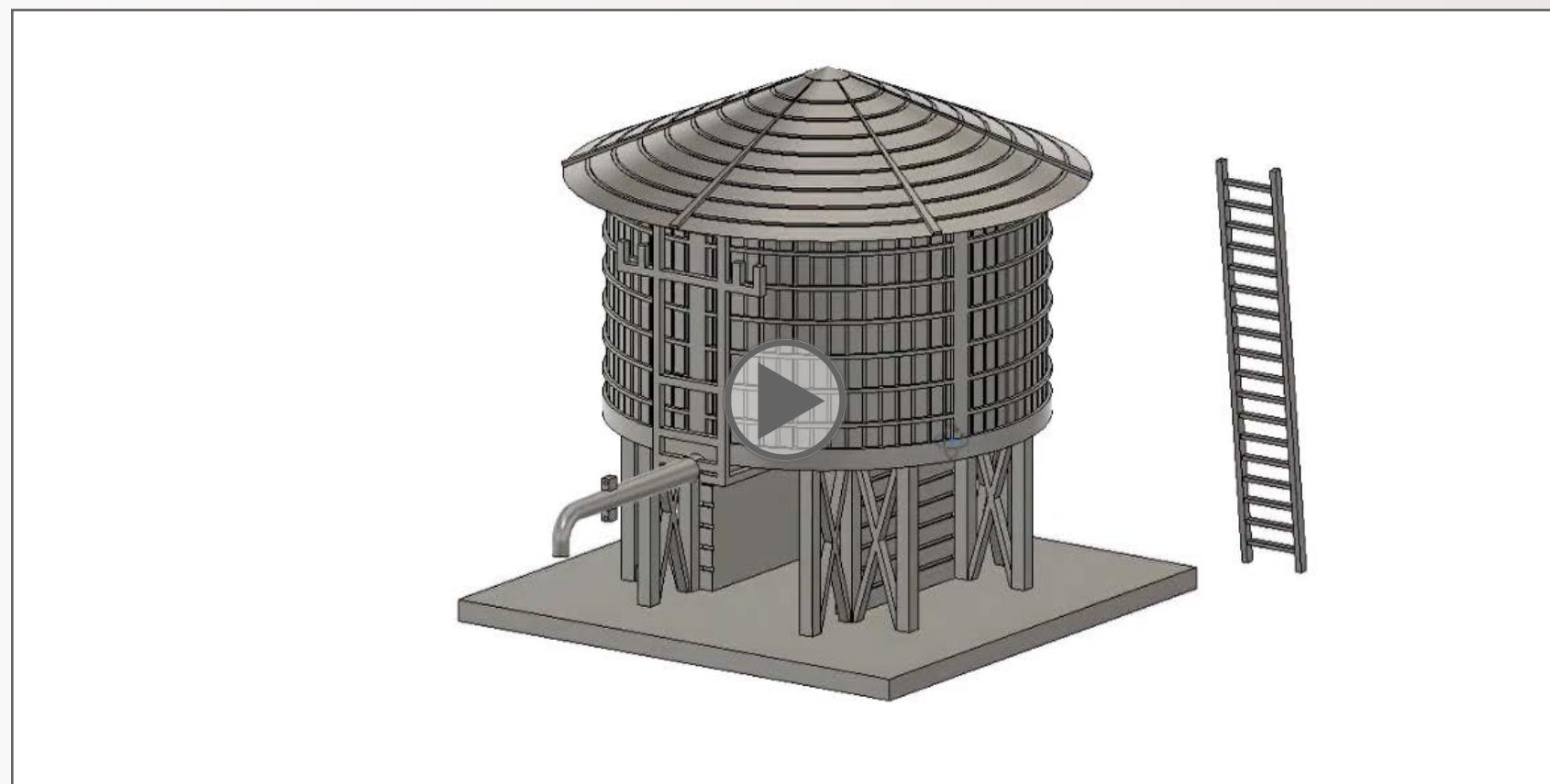
# TECHNICAL DESIGN SKILLS - 3D Modeling

## 3D MODELING

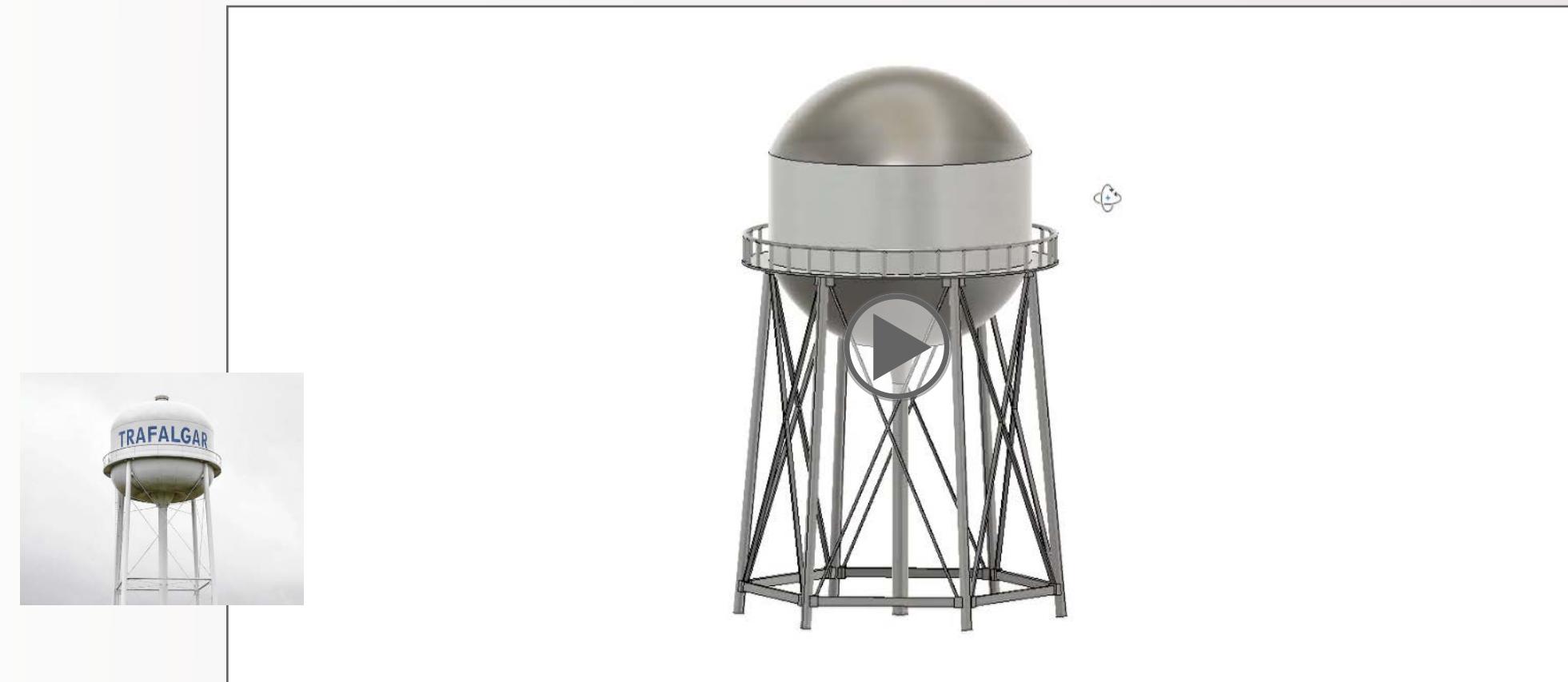
These 3D models are base renders that show the structural possibilities before any color. The videos shared are simple screen recordings where I'm moving the models with my mouse to demonstrate shape, angles, and depth.

These models already contain multiple-layered components, especially the brick house, which makes it possible to animate doors, windows, lighting, and environmental elements independently for a more polished final look.

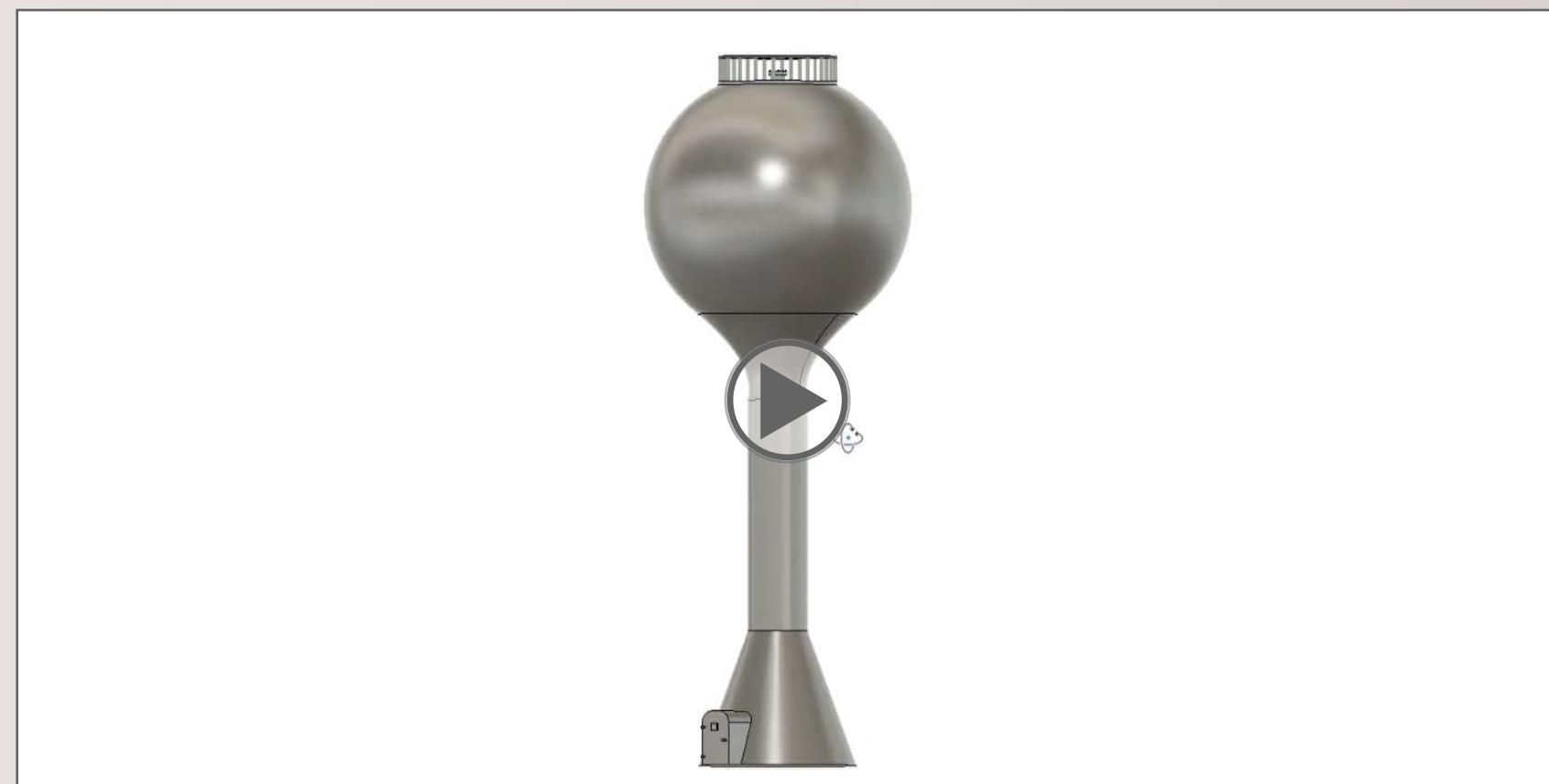
### WATER TOWER



### WATER TOWER



### WATER TOWER



### BRICK BUILDING



Click any thumbnail to view the reel on YouTube 

# TECHNICAL DESIGN SKILLS

## Lightroom – Advanced Color Correction & Image Refinement

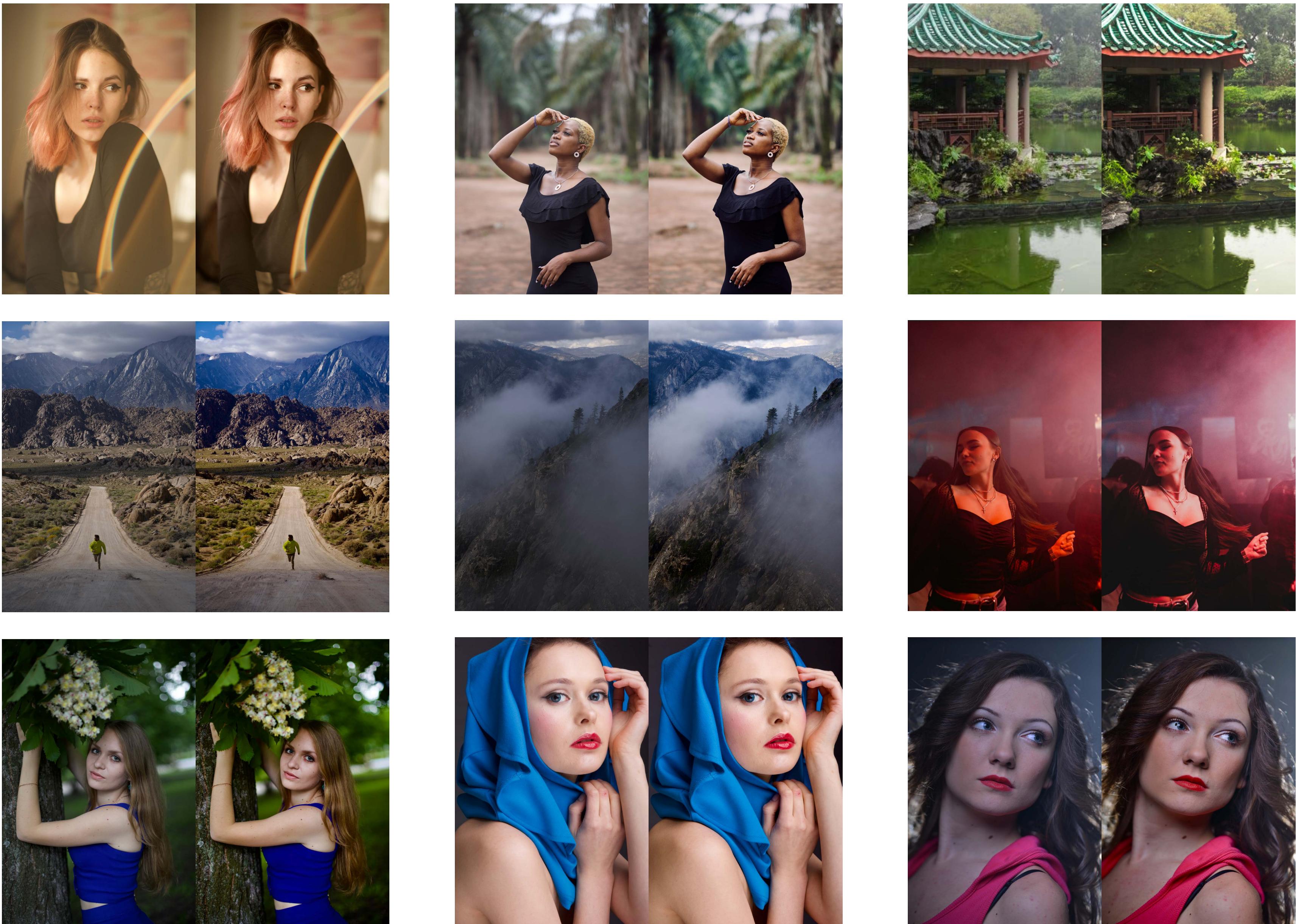
This section highlights my technical skills in **Lightroom color correction and tonal refinement**.

This section highlights my technical capabilities in Lightroom-based color correction, demonstrating how I enhance images through precise tonal and color adjustments. Each before-and-after pair reflects a controlled workflow focused on elevating clarity, focus, and visual impact.

Key refinement techniques include:

- **Exposure, contrast, and dynamic-range balancing** to create a clean tonal foundation
- **Precision color calibration** and white-balance control for accurate, natural hues
- **Refining color balance, saturation, and warmth** to build consistent, intentional palettes
- **Selective adjustments for skin tones and subject isolation**, ensuring natural texture and well-defined focal points
- **Shadow and highlight recovery** to reveal detail without compromising mood
- **Targeted contrast, clarity, and micro-contrast enhancements** for added depth and dimension
- **Local adjustments and masking** to guide viewer focus and enhance composition
- **Cohesive visual styling across a series**, ensuring alignment of tone, color, and atmosphere
- **Mood and storytelling-driven color grading**, shaping the emotional resonance of each image

These examples demonstrate how thoughtful, technical corrections transform raw images into polished, visually consistent photography ready for editorial, campaign, or social use.



# TECHNICAL DESIGN SKILLS - AI Video Generation – Concept to Final Edit

## AI Video Generation – Concept to Final Edit

These videos were created using **AI-driven production workflows**. I supplied the theme and creative direction, and the AI system generated:

- A complete script
- Curated stock and cinematic footage
- AI voiceover narration
- Auto-generated captions

From there, I refined pacing, transitions, tone, and visual cohesion.

Each piece took only minutes to finalize, demonstrating how AI can accelerate rapid prototyping, content ideation, and short-form storytelling, while still allowing creative control and polish.

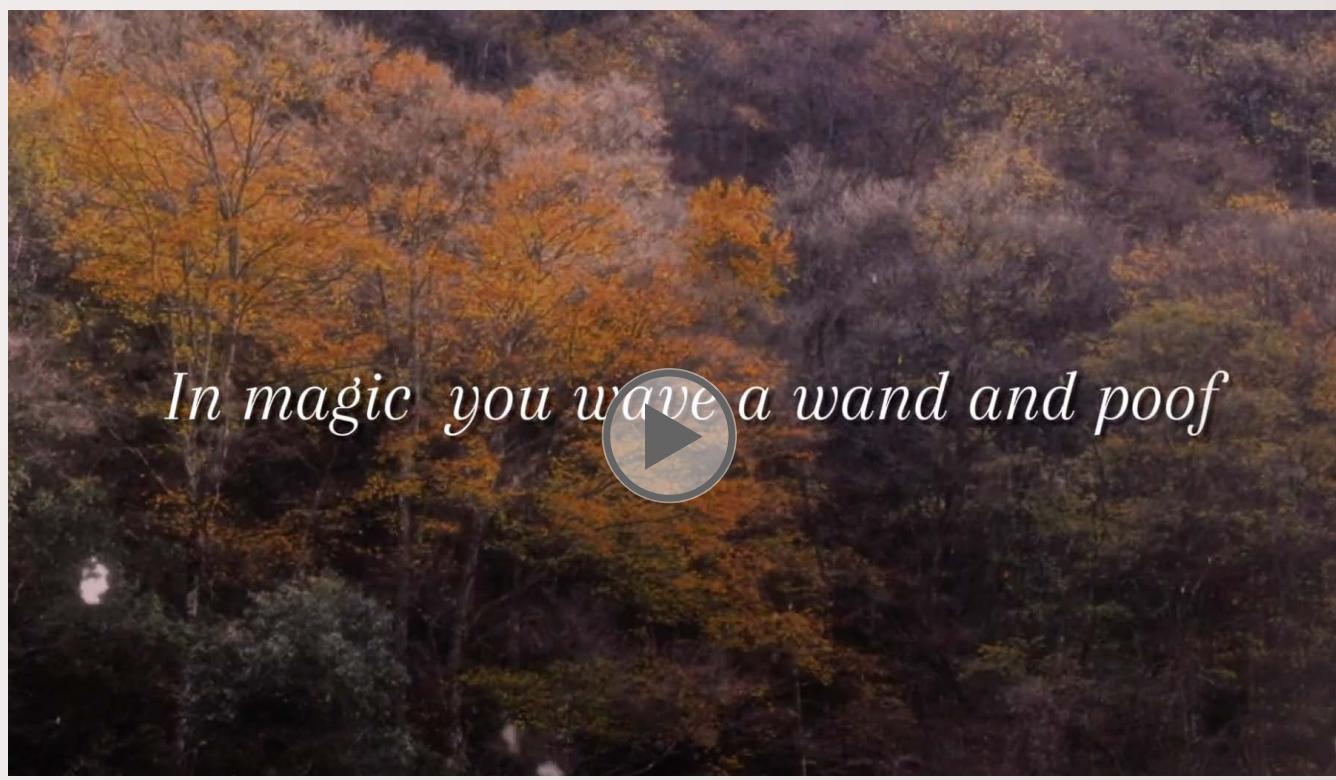
Click any thumbnail to view the reel on YouTube 

### VEGIES ARE PACK WITH AMAZING POWERS



 [Click here to see video](#)

### CREATE A LITTLE MAGIC OF YOUR OWN



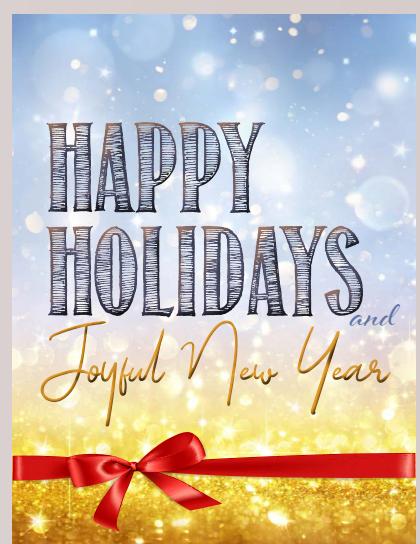
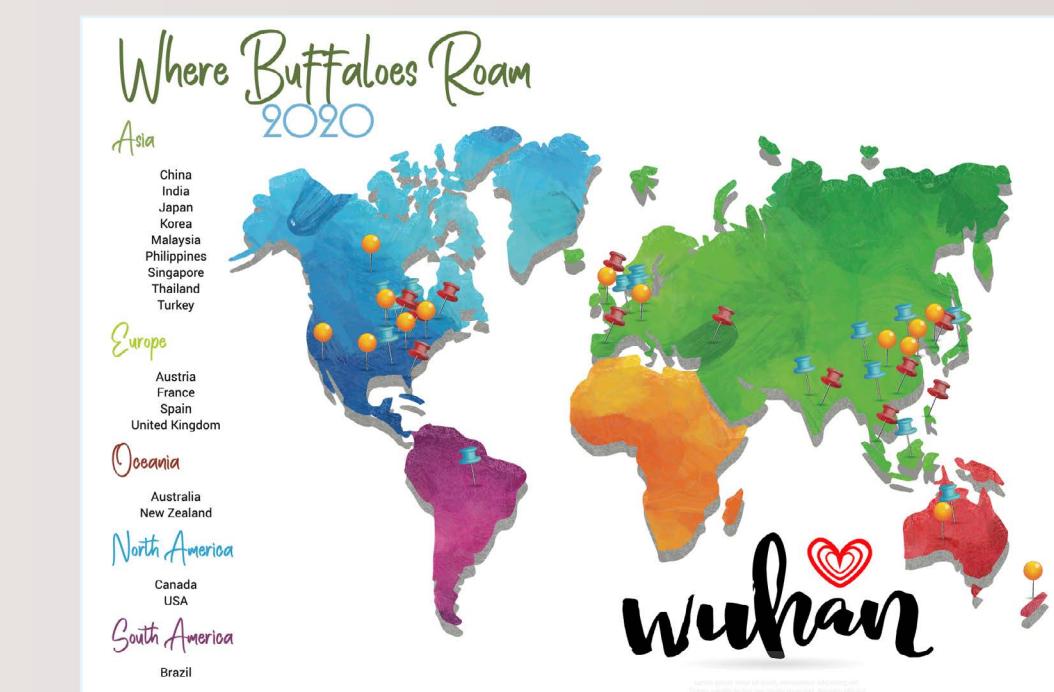
 [Click here to see video](#)

### JAMMIN AS A CONVERSATION



 [Click here to see video](#)

# TECHNICAL DESIGN SKILLS - Adobe Illustrator, Photoshop and InDesign



# TECHNICAL DESIGN SKILLS - Adobe Figma and XD

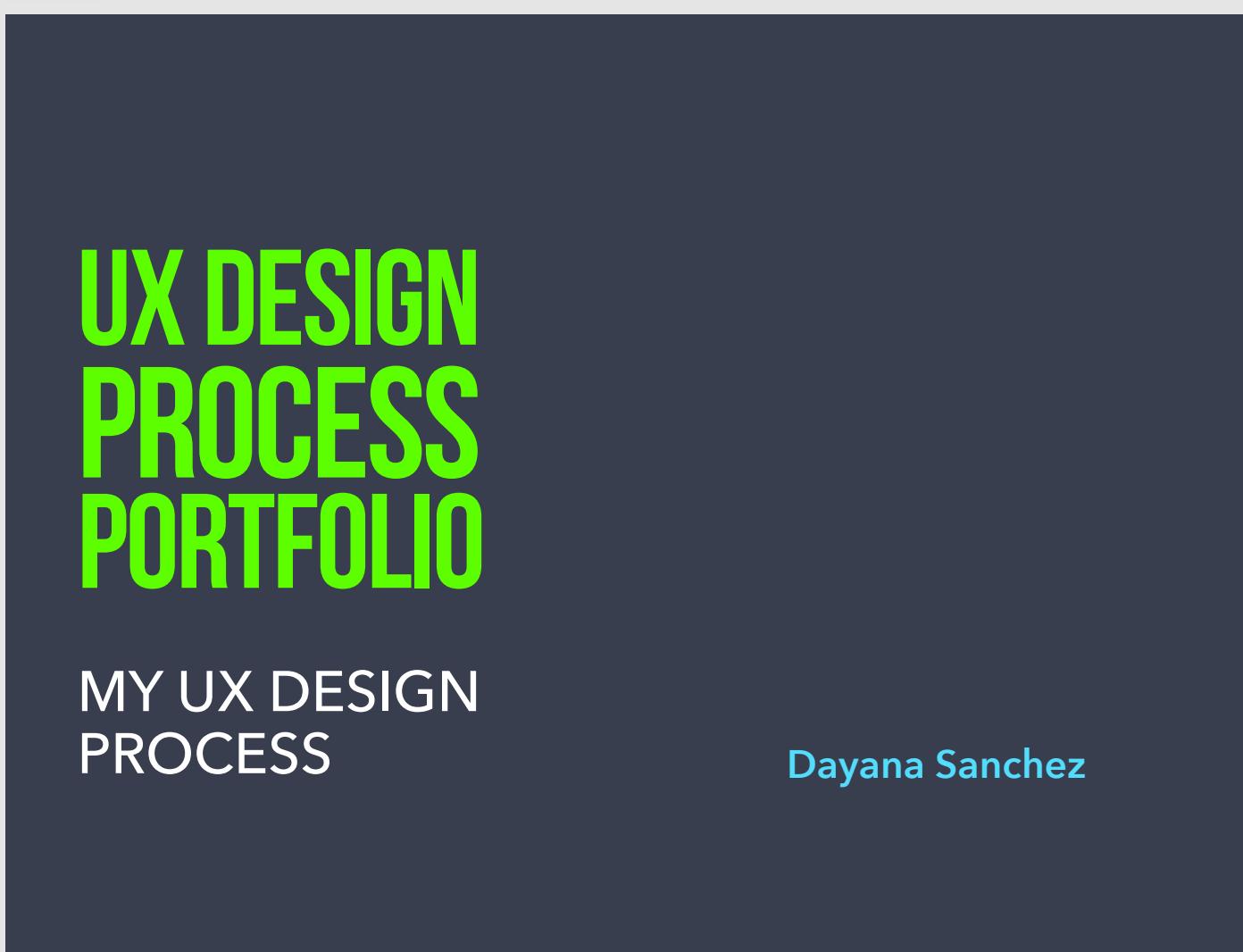
## Adobe Figma and XD

I also bring hands-on experience in Figma and Adobe XD, using both platforms for wireframing, interface design, and high-fidelity prototyping. My UX work spans user flows, interactive component design, and behavior-driven prototyping, along with usability testing, user feedback analysis, and translating insights into clear design improvements.

Figma's real-time collaboration features also allow me to interact seamlessly with designers, writers, and cross-functional partners, ensuring faster alignment and more efficient iteration.

Here is the link to my UX Design Process portfolio, which highlights how I prototype applications with Figma, test interaction patterns, run usability evaluations, and report results to guide strategic design decisions:

 [Link to UX Design Process](#)



 [Link to UX Design Process](#)

**Prototyping and UX Feedback**

**STEP FIVE**

- Paper Prototype
- Interactive Medium-Fidelity Prototype (attached: [\\_DS\\_MidFidelity](#))
- Heuristic Evaluation on Prototype
- Interactive High-Fidelity Prototype ([Click here for Figma Prototype](#))

**INTERACTIVE HIGH-FIDELITY PROTOTYPE**

Project screens:  
[https://www.figma.com/file/u6E6sKnEwf2AFkyZ9qcYIJ/CIS305\\_DayanaSanchez?node-id=0%3A1](https://www.figma.com/file/u6E6sKnEwf2AFkyZ9qcYIJ/CIS305_DayanaSanchez?node-id=0%3A1)

Play: [▶ Page 1 - CIS305\\_DayanaSanchez \(figma.com\)](#)



**Evaluating Usability**

**STEP SIX**

- Create a usability test plan
- Develop the usability testing script
- Run usability test and report on results

[Click here for Figma Prototype](#)

**RUN USABILITY TEST**

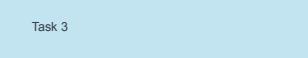
Task 1



Task 2



Task 3



**Evaluating Usability**

**STEP SIX**

- Create a usability test plan
- Develop the usability testing script
- Run usability test and report on results

**RUN USABILITY TEST**

Task 3



Task 4



**Evaluating Usability**

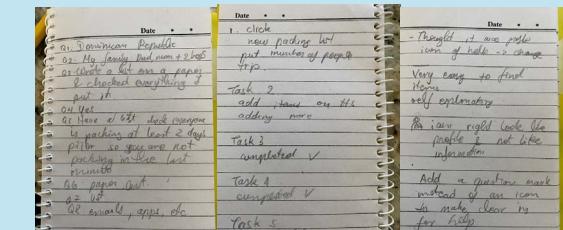
**STEP SIX**

- Create a usability test plan
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- Run usability test and report on results

**RUN USABILITY TEST**

Task 5





# TECHNICAL DESIGN SKILLS

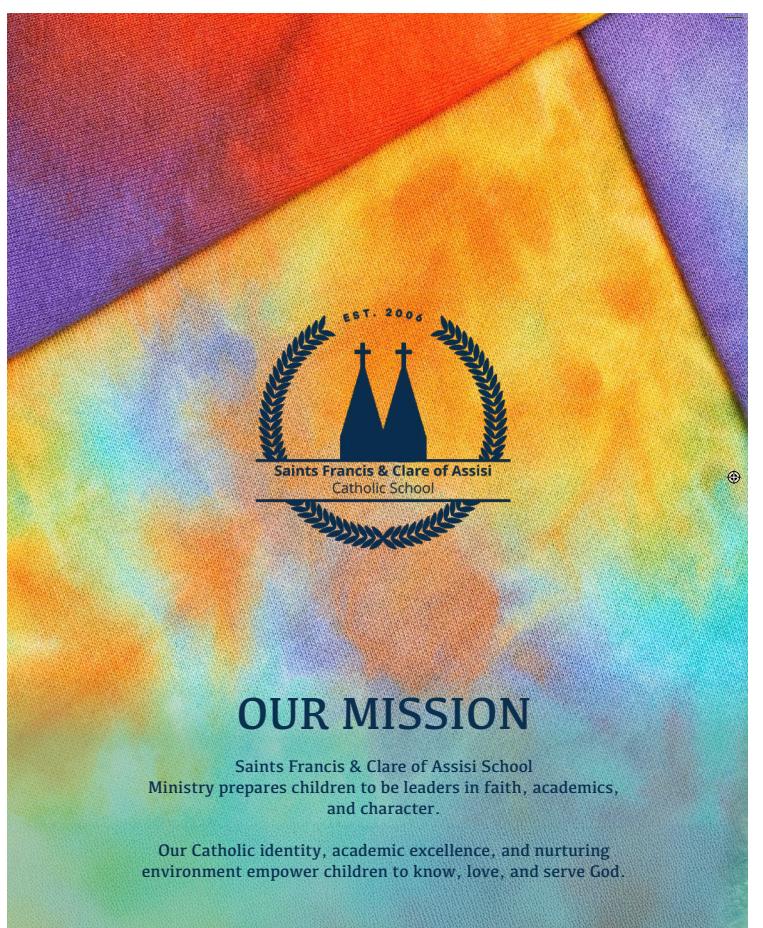
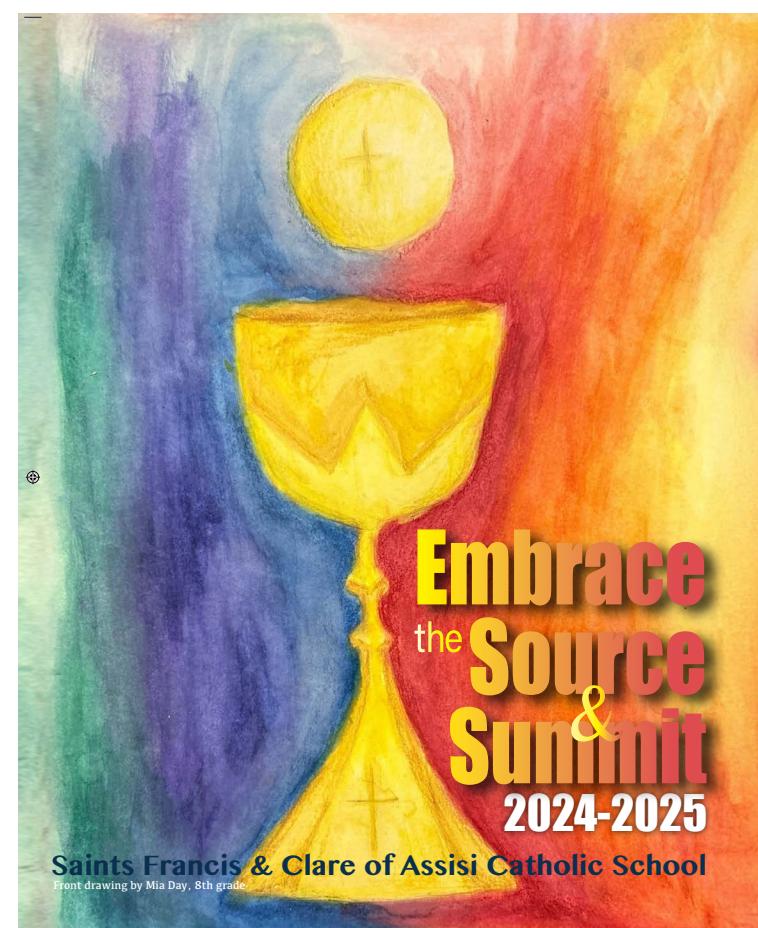
## Print Design – Yearbook Layout & Production

This section features the yearbook I designed for Saints Francis & Clare Catholic School, which **won 3rd place in a national competition this year**. I created the full visual system for the book, including the layout structure, typography, color direction, and overall page design. The cover artwork was provided by a student, and I integrated it into a cohesive design that established the visual tone for the entire publication.

Because this project was produced using the school's on-site equipment, I no longer have the complete digital file. I do, however, have the digital cover and photos of the printed book to showcase:

- Full-page layout and composition
- Use of color, texture, and hierarchy
- Page-to-page consistency

Cohesive visual storytelling across the publication  
These images demonstrate the design approach and final production quality of the yearbook.



# TECHNICAL DESIGN SKILLS - Web, Social & Responsive Layouts

## Digital Asset Production – Web, Social & Responsive Layouts

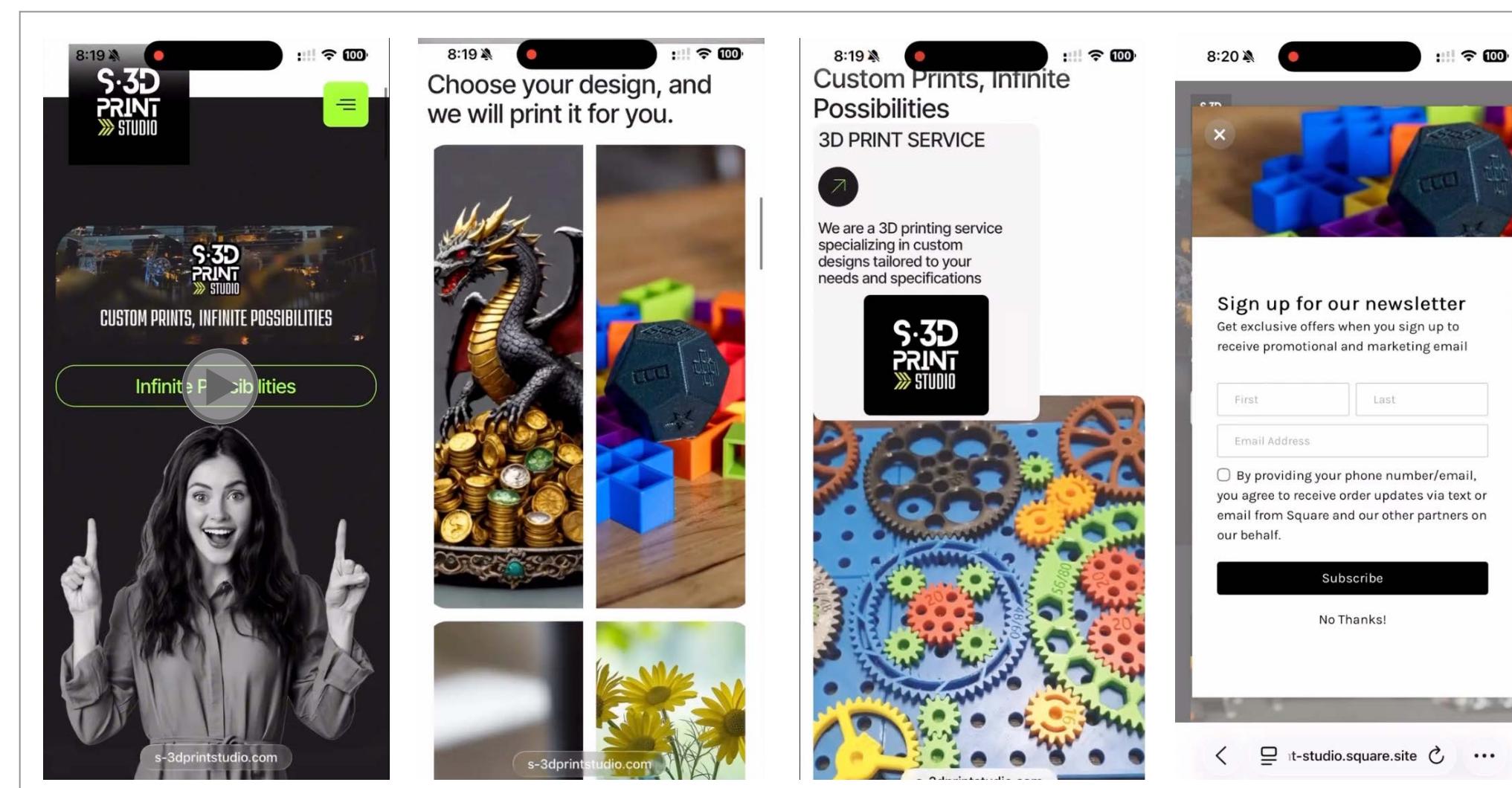
This section showcases examples from my kid's business website I designed and built. Because the company network doesn't allow access to external sites, I captured **screenshots** and a **mobile screen recording** to demonstrate the live experience.

The site is fully responsive and includes:

- **Dynamic homepage elements**
- **Interactive product galleries**
- **Modular sections built for scalability**
- **Clean visual hierarchy and UX structure**
- **Consistent brand application across web and social formats**

To highlight motion and user interactions, I recorded the site on my phone and uploaded a short reel to Instagram.

**Click any thumbnail to view the reel on Instagram.**



 **LINK TO MY INSTAGRAM PAGE**

Click any thumbnail to view the screen recording on Instagram

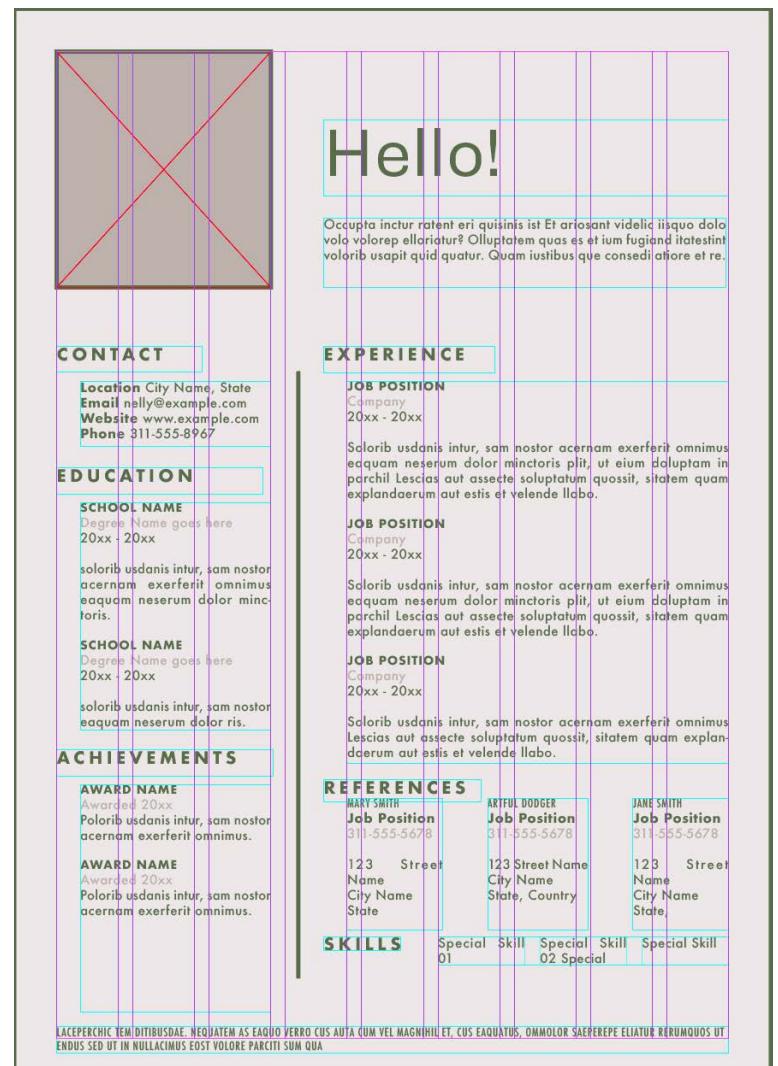
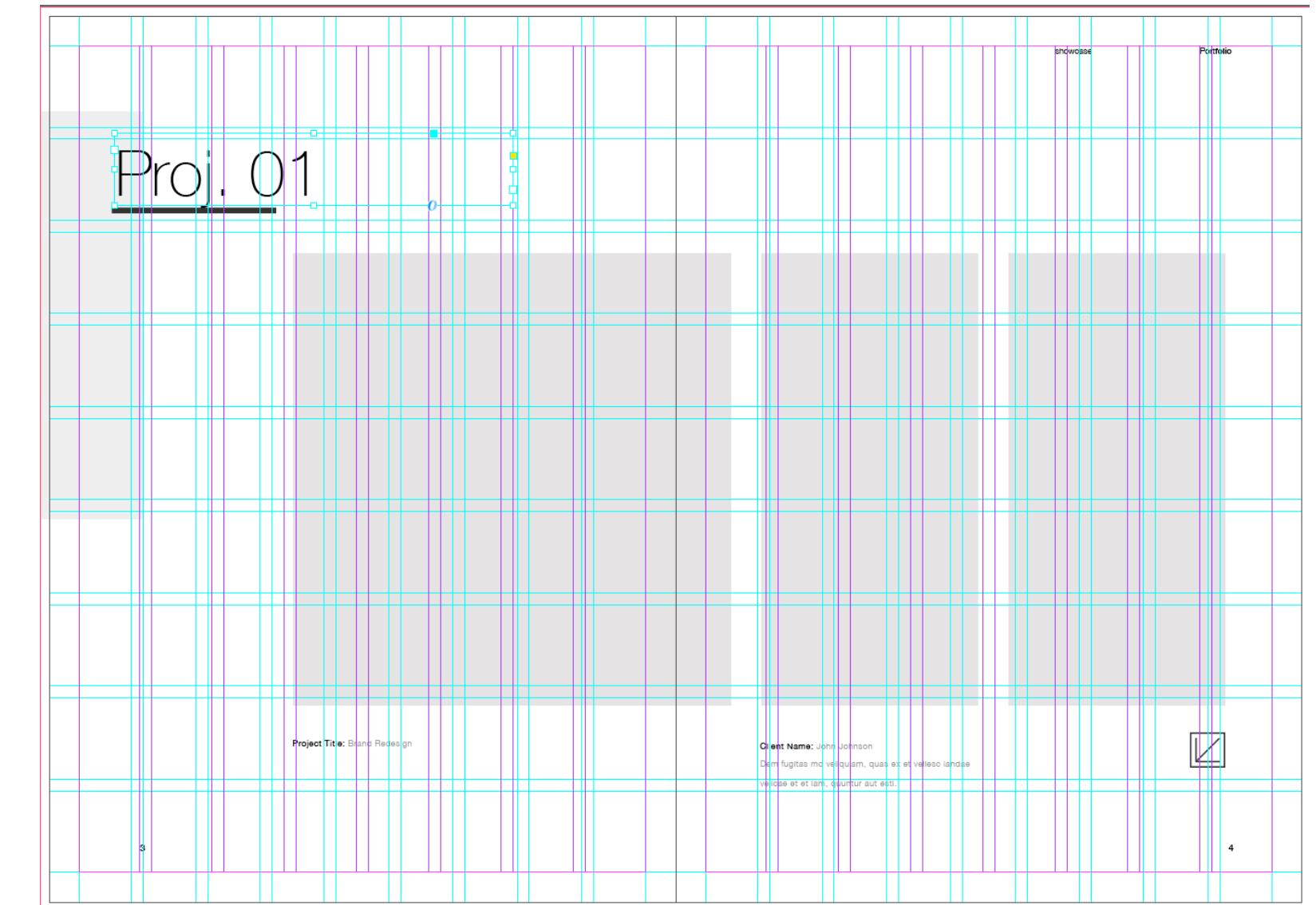
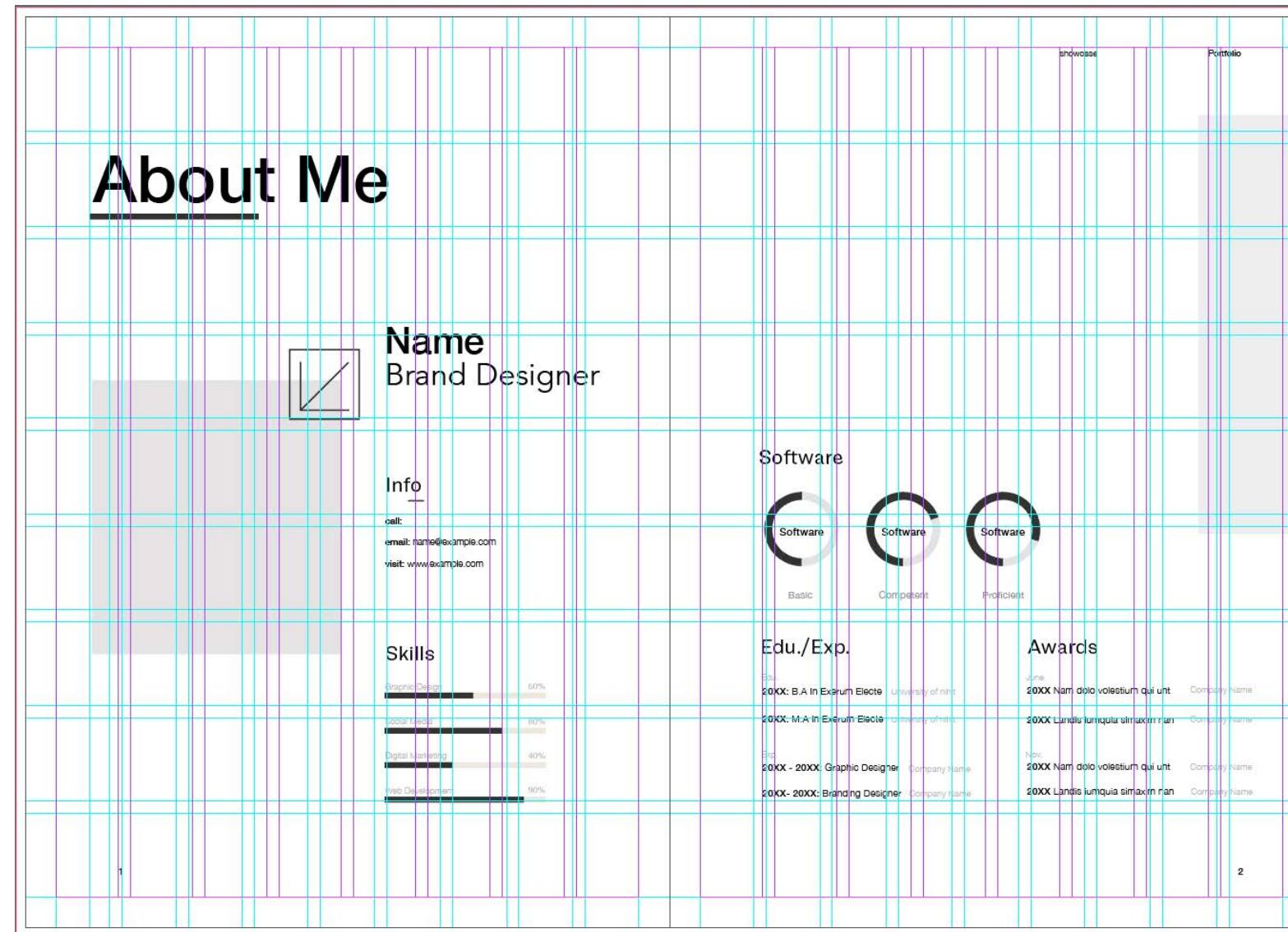
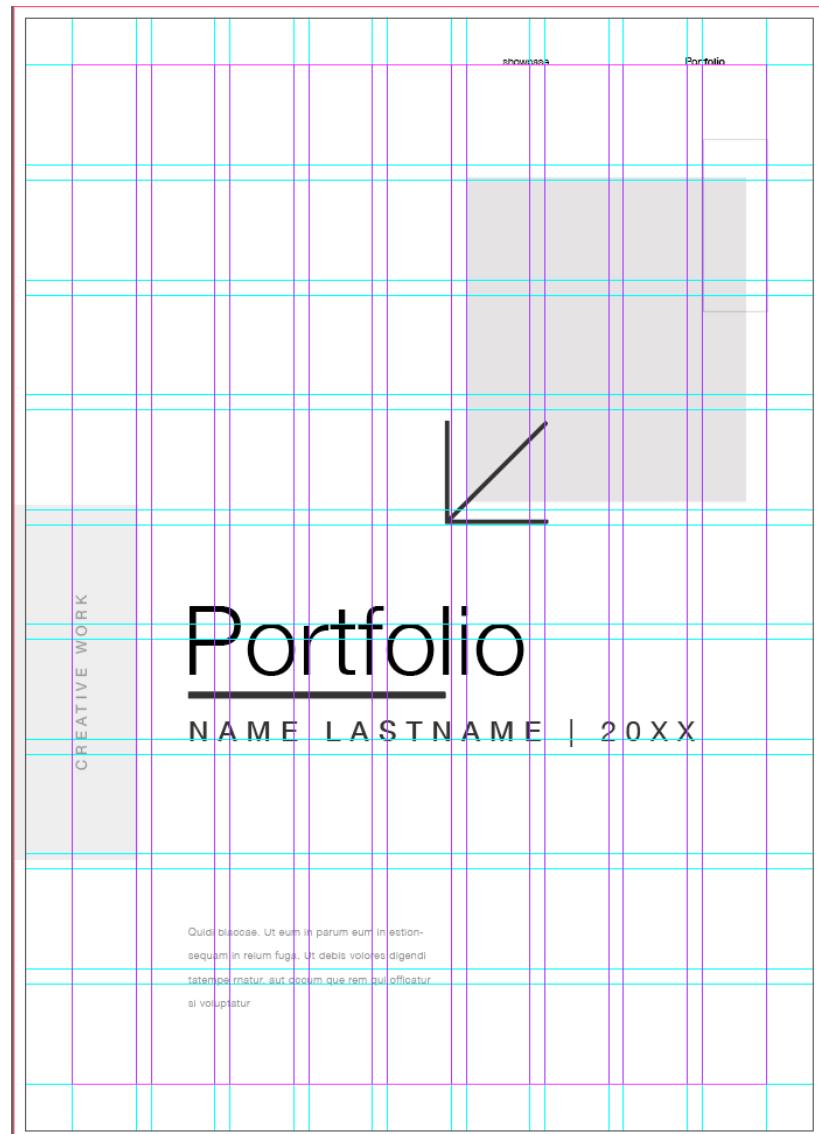
Choose your design, and we will print it for you.

**Answers to your Questions**

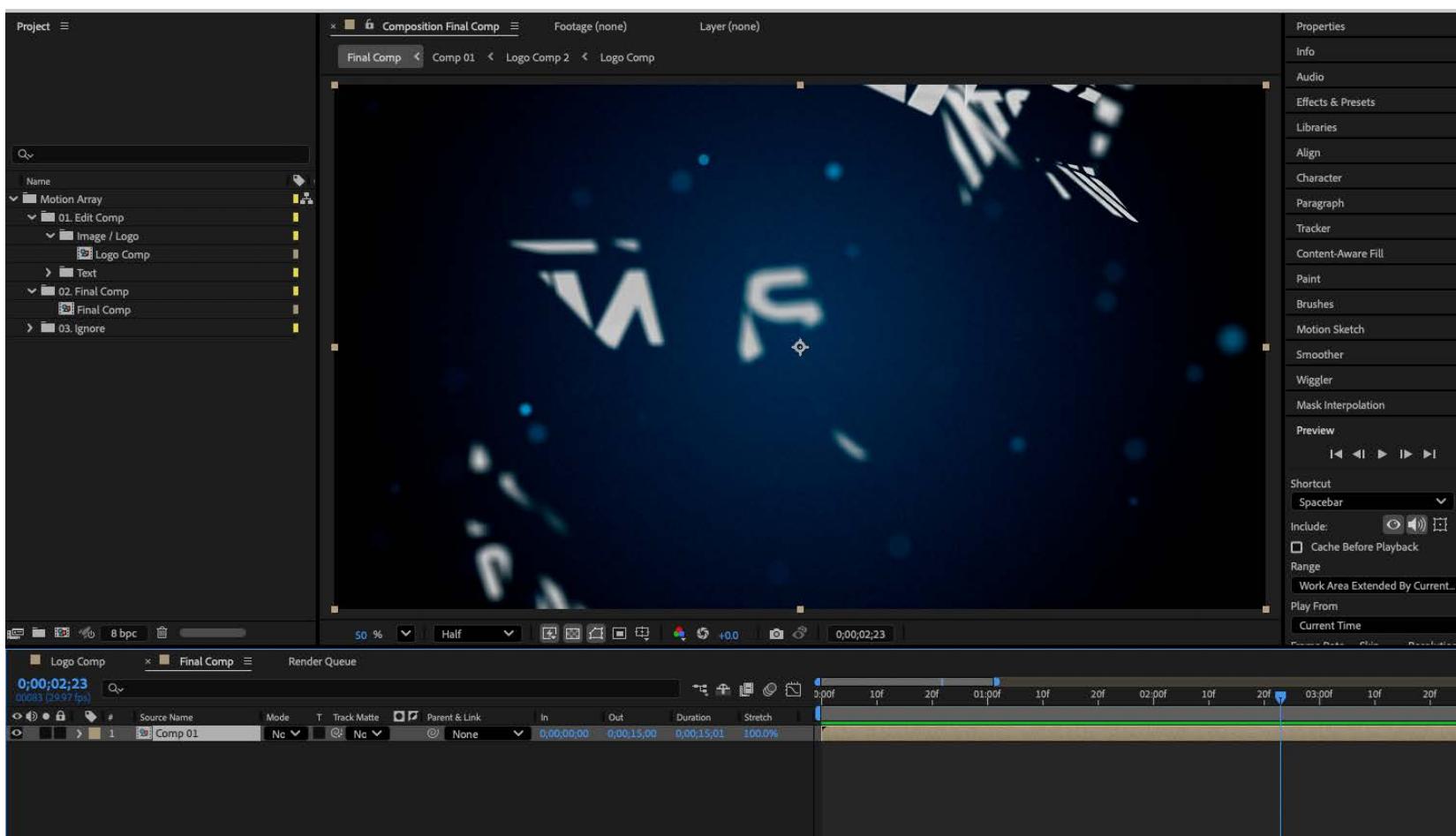
1. I have a specific model in mind, or I need a little help finding one—what should I do?  
It's simple! Whether you've already picked out your ideal model or you're looking for a bit of guidance, just drop us a message or give us a call with your ideas, sketches, or reference photos. We're here to help you find the perfect match or even design a custom model that fits your vision exactly.  
You can also find ideas at [printables.com](#), [thingiverse.com](#) or any other website dedicated to the sharing of user-created digital design files.
2. How do I place an order?
3. What materials do you use?
4. How long is the turnaround time for a custom order?

# TECHNICAL DESIGN SKILLS - Templates and Microsoft Office Experience

## Templates

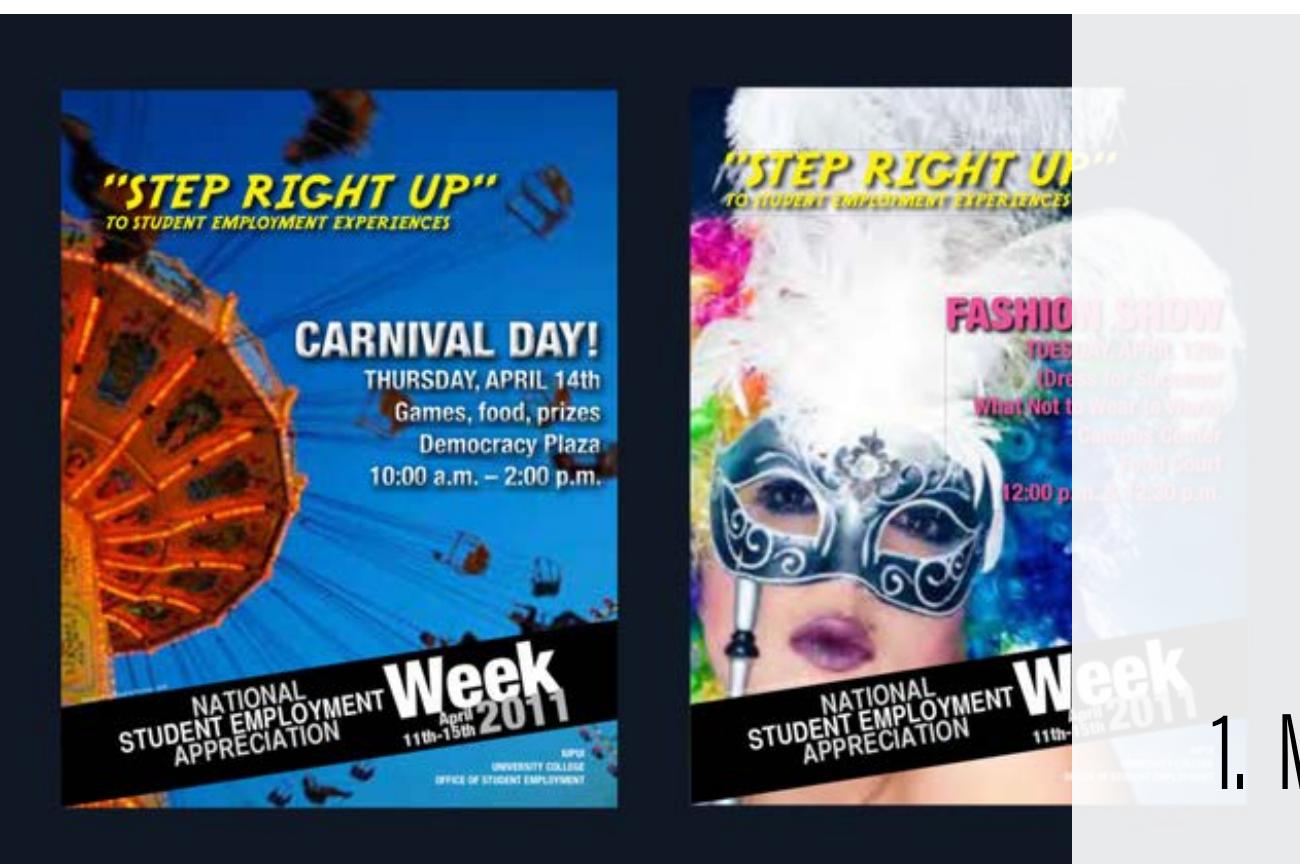


## Video and Animation Templates



## PowerPoint Presentations





# Thank you!

1. My Approach ↗

2. Strategic Plan ↗

3. Lilly Portfolio ↗

3. My Website ↗

3. Technical Skills ↗