

# LYNETTE AILEEN GADDI

Program Manager

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## HIGHLIGHTS

- Mission-driven professional with 10+ years' experience developing and implementing successful programs that consistently achieve results
- Generated \$48M in revenue and managed a \$2M marketing and advertising budget, generating an open pipeline of \$5.5M in leads
- Developed products and programs in collaboration with senior management and cross-functional teams to enhance communication skills for ESL workers in global call centers
- Designed a comprehensive volunteer program, including recruiting, training, and managing up to 35 volunteers per quarter, ensuring volunteer engagement and effectiveness
- Developed scholarship program providing 10 scholarships (\$25K) to women to attend a national tech conference to further women in technology

## EXPERIENCE

### Program Manager - Developer Relations

Google, LLC / San Francisco, CA / 2018- Present

- Develop and manage programs in collaboration with the public sector, community organizations, and internal teams to raise brand awareness
- Generated \$48M in revenue and managed a \$2M marketing and advertising budget, generating an open pipeline of \$5.5M in leads
- Developed scholarship program providing 10 scholarships (\$25K) to women to attend a national tech conference to further women in technology
- Worked with our external business partners with companies ranging from small and medium to enterprise and aligning partnership agenda and product launches
- Strengthen and expand existing business partner account relationships to drive profitable revenue growth within our small/medium business partnerships
- Plan and manage multiple large sponsorships with national and global tradeshow and conferences a year with budgets up to \$300K per show
- Manage global sponsorship strategy and 3rd party negotiations and relationships, ensuring relationship diversity, inclusivity, and representation
- Developed conference and event strategy, including creating an engaging booth design and collaborating with 3rd party global sponsors to increase attendee engagement
- Established a sponsor event with up to 15000+ attendees, increasing sponsor engagement
- Created a product launch program and workshops, increasing users 5% MoM
- Develop and manage policies and procedures to support the Operations Center
- Collaborate with cross-functional teams and regularly lead program meetings as a key program leader, creating a cohesive program and team aligned with organizational goals
- Streamline logistics, contract management procedures, and created a new efficient system for deploying educational and marketing materials to each program
- Spearhead strategic marketing, brand awareness, and advertising campaigns, including email blasts, e-newsletters, blog posts, and social media engagement
- Collaborate with industry leaders and partners to rollout program initiatives, consistently growing programs and brand and community awareness
- Spearhead diversity and inclusion initiatives to ensure representation and creativity
- Leverage data, market analysis, and assessments to create and activate customized regional plans, track and measure outcomes, and report outcomes to key stakeholders

## SKILLS

Program Management & Development  
Partner Management  
Educational Programs  
Bilingual - Filipino 2 dialects  
Team Leadership  
Project Management  
Volunteer Leadership  
Budget Management  
Social Media Strategy  
Negotiation  
Diversity, Equity, & Inclusion  
Stakeholder Relations  
Contract Management  
Marketing  
Business Development  
Cross-Functional Teams  
Training Development  
Strategic Planning  
Database Management  
Salesforce / Marketo

## EDUCATION

City College

## **Program Manager - Brand Marketing**

**Monster, Inc. / South San Francisco, CA / 2016 - 2018**

- Oversaw brand awareness initiatives as team SME, soliciting leadership buy-in on strategies and campaigns that resonated with target audiences and achieved goals
- Created and oversaw the "Rookie Program," in collaboration with the NBA and NFL, partnering with top 4 rookie player's managers to execute marketing, advertising, and business development strategies
- Established and managed celebrity endorsements through direct communication with high-profile athletes and other notable public figures, including Marshawn Lynch, Andre Ward, and Josh Hart
- Built high-profile relationships with corporate sponsors and affiliate programs, including Roc Nation, Bravo Show Productions, and Consumer Technology Association
- Created and executed Market Activation Plans (MAPs), including securing sponsorships and planning large-scale national events and trade shows with 10K+ attendees to raise community and user awareness and attain program growth goals
- Managed social media strategy, implementing innovative ways to grow audiences

## **Business Development Associate - Channels and Marketing**

**Pearson English / Brisbane, CA / 2015 - 2016**

- Developed products and programs in collaboration with senior management and cross-functional teams to enhance communication skills for ESL workers in global call centers
- Improved executive relations and attracted new customers and community partners through creation of a multi-city, customer invitational roundtable and discussion forum
- Executed marketing and business development strategies to optimize key accounts and expand revenue generation, resulting in 7% monthly revenue growth
- Assigned a key account as the only business development to manage accounts due to strategic relationships and high-level of customer service
- Collaborated with marketing team to raise product awareness and establish go-to-market and product development strategies in global markets
- Managed international partner and affiliate company relationships, including Audi in Germany
- Conducted competitive market analysis and designed lead generation campaigns targeting C-suite customers to drive new business acquisition
- Established and analyzed KPIs and goals to identify areas for improvement and create programs to improve growth and customer retention

## **Community Organizer / Project Manager**

**SEIU-United Healthcare Workers / Oakland, CA / 2009 - 2014**

- Planned and managed an 8-day Asthma Awareness Walk, "Walk the Talk" event with 1,000+ attendees over 10 days, including managing up to 3 employees and 40+ volunteers
- Developed and delivered training to 180+ volunteers and employees per year
- Designed a comprehensive volunteer program, including recruiting, training, and managing up to 35 volunteers per quarter, ensuring volunteer engagement and effectiveness
- Led health fairs, soliciting community partnerships with corporations, city officials, and organizations, such as the American Lung Association and the American Red Cross
- Created a community program, "The Virtual Quilt" to identify and connect 100+ underserved community members impacted by asthma with critical healthcare resources and supplies
- Launched "Let's Get Healthy California" in collaboration with Executive Leadership, the State of California, and large healthcare organizations such as Kaiser Permanente, effectively increasing awareness and establishing legislative bills/policies to improve Central Valley air quality
- Oversaw diversity, equity, and inclusion initiatives to ensure diverse community member participation in partnership with faith-based organizations, nonprofits, and governments
- Created broad, intensive community outreach and education efforts

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## **ATTRIBUTES**

Highly Collaborative  
Trusted Partner  
High Achiever  
Community Builder  
Dependable  
Approachable  
Goal-Oriented  
Relationship Builder  
Mission-Driven  
Tech Savvy  
Credible  
Confident  
Energetic