

JENN PEDDE

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GLOBAL HEAD OF COMMUNITY PROGRAM MANAGER | STRATEGIST | EDUCATOR

Action oriented Program Manager adept at designing and building data-focused online communities, and employee engagement programs. Track record of success working on teams or one-on-one to create enhanced member experiences, thoughtful communications, and improved results, as well as advising senior stakeholders on strategy and progress. Areas of Expertise:

Program / Project Management
Community Building and Strategy
Alumni / Ambassador Programs

Education / Training
Customer Engagement and Retention
Writing / Public Speaking

PLATFORMS

Microsoft Office, G-Suite, Google Meet, Adobe Experience Manager, Zoom, Trello, Slack, Microsoft Dynamics, Salesforce, Google Analytics, Basecamp, SharePoint, WordPress, Sprout Social, Conversocial, Gigy, Conenza, Zendesk, Workday, Conenza, Marketo.

EXPERIENCE

OLIVER WYMAN, New York, NY

June 2016 – Present

Global Manager Alumni and Community

Directed two firmwide global programs, the Alumni Program and the Social Impact Program, simultaneously. Each program was both internally and externally facing and engaged senior stakeholders across the business, as well as increased brand awareness and business development.

Oliver Wyman Connect, Corporate Alumni Program

Managed a private network of current and former employees, achieved 36% growth in four years, held 50-60 events per year across 30 countries and improved attendance 350% with a \$300k budget.

- Lauded as one of the Top 100 Alumni Communities by Alumbee.com.
- Developed all content on site including newsletters, interviews, tracking member moves and news, as well as all reporting.
- Partnered with Cornell University to conduct a bi-annual survey discovering motivations and perceived value of the community.
- Advised a data operations team for management of 25,000 contacts, implemented Trello for collaboration.

Oliver Wyman for Society, Corporate Social Responsibility

Created the program in 2016 to bring together the firm's social impact work including pro bono consulting projects, community initiatives of volunteering and philanthropy, and nonprofit fellowships.

- Recognized as one of People Magazine's Top 50 Companies that Care in 2019.
- Increased collaboration and deepened relationships, grew from 15 to 80 projects per year with nonprofits and NGOs, improved volunteering by 125% year over year, launched a new platform for volunteering and matching gifts, and wrote and produced an external 60-page annual report each year on the program's highlights and successes.
- Managed a global coordinator as well as four rotational Social Impact Manager roles in three countries with an overall staffing budget of \$12M.

SYRACUSE UNIVERSITY, Syracuse, NY

January 2013 – Present

Adjunct Professor, S.I. Newhouse School of Public Communications

Teaching COM627: Social Media for Communicators in the virtual Communications@Syracuse Master's Program three terms per year for journalists, public relations professionals, and advertisers of all ages and experience levels.

- Aided in creating course content, designed syllabus, and built engaging group work for active class discussions.

SAN FRANCISCO STATE UNIVERSITY, San Francisco, CA

June 2020 – Present

Board Member, Big Data and Analytics

- Provide insights into the curriculum, marketing, support, and development of the certificate program.

THE SOCIAL ELEMENT, New York, NY

February 2014 - June 2016

Lead Community Manager / Senior Account Manager

Led Oprah Winfrey's online communities and customer support programs for her personally as well as the OWN television network. Built the customer support program for her e-courses with Brene Brown, Arianna Huffington, etc. through Zendesk.

- Managed a moderation and community management team of ~30 individuals who monitored 20 accounts and pages throughout the week.
- Promoted to Senior Account Manager: focused on creating social media and community strategy and improved client management for team across global alcohol brands, such as Diageo and Jägermeister in addition to Oprah's tasks.

2U, New York, NY

January 2011 – January 2014

Community Strategist / Communications Manager

Launched and led operations for the MSW@USC online student community, one of the Top 10 Social Work Master's Programs in the United States. Assumed social media management for the company prior to the IPO.

- Focused on inbound marketing, Search Engine Optimization (SEO), communications, social media, blogger outreach, project management, community management, ambassador programs, and content management.

ALLIANCE RELOCATION SERVICES, Syracuse, NY

May 2010 – December 2010

Community Manager

- Managed social media and editorial content for company website. Prepared to launch an innovative moving industry app.

SOGANG UNIVERSITY LANGUAGE SCHOOL, Seoul, South Korea

August 2007 – December 2009

Head English as Second Language Teacher

- Taught age 3-18, English curriculum development, reporting, and research.

WILLIAM MORRIS ENDEAVOR, New York, NY

September 2004 – August 2007

Contract Administrator, Reporting Coordinator, Executive Assistant

Managed contracts and reporting in the personal appearance department.

- Assisted Senior Vice President of the Urban Music Department in the execution of Jay-Z's Nine Cities in One-day tour in 2007 and interacted with record labels, managers, public relations companies, concert venues, and promoters daily for over 100 A level artists including Rihanna, Ludacris, Eminem, and T.I.

EDUCATION

Certificate, Big Data and Analytics, November 2020

San Francisco State University, San Francisco, CA

Bachelor of Science (BS), Speech Communication

Syracuse University, Syracuse, NY

APPEARANCES

- ICAN² Conference Presenter, New York, NY – Key Performance Indicators of Mature Communities, December 2019
- CAPS Conference 2019 Presenter, Missoula, Montana – Building Blocks of ROI, September 2019
- SHRM Magazine Cover Story – "Why Companies Should Stay Connected with Ex-Employees," March 2018

ACCOMPLISHMENTS

- **Mirror Awards Judge:** journalism industry competition in New York City for the best in media, 2013 – Present
- #cmgrchat Co-Founder, a community of community managers and one of Twitter's largest chats, 2010 – 2015