

# Swetha Chandraprakash

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## COMMUNITY PROGRAM MANAGER

A Management and operational expert with 10+ years of experience in managing multicultural teams and clients. Skilled in handling challenging and demanding situations. Successful history of bringing feasible solutions and creative ideas for Business needs.

- **Strategic planning and forecasting**
- **People/Team Management**
- **Operations Expert Talent acquisition & Employee Engagement**
- **Sales/Product/Process/Quality Management**
- **Business forecasting and process development**
- **Program designer and facilitation**
- **Data Analysis and reporting**

## EDUCATION

**Master of Science degree** | Project Management | Golden Gate University (December 2024)

**Executive MBA** | Marketing and Sales | LIBA

**BBA** | Business Administration | Ethiraj College for women

## PROFESSIONAL EXPERIENCE

**Community Program Manager**

**Apr 2023–Sept 2023**

**Promoted 4 times within an 8-year period, details follow**

**Poshmark, India (US market)**

- Created and managed power user program strategies. Supported the execution of key programs targeted to Posh Ambassadors and emerging communities on our platform
- Handled high end sales and operations with a team of community builders to manage marketing programs such as Posh Fest, Posh & Sip and Posh on Campus
- Engaged Poshmark community through all channels of communication to include Salesforce and Slack
- Shared trends and insights from programs with cross-functional teams/partners to initiate strategies and plans
- Established and improved programs to acquire, engage, and retain community members.
- Reported on successes of programs, addressing challenges and future opportunities

▪ **Community Manager**

**Oct 2020 – Apr 2023**

▪ **Associate Community Manager**

**Jun 2019 – Oct 2020**

▪ **Lead Community Associate**

**Mar 2018 – Jun 2019**

▪ **Community Associate**

**Nov 2015 – Jul 2017**

Eight years progressive experience, primarily serving the US market. Consistently demonstrated ability to drive growth and efficiency. As a Community Manager, coached and developed leadership talent, improved team morale and job efficacy, and strategically managed departmental goals. Results: 100% support coverage during peak seasons and cost reductions through budget forecasting. Implemented retention programs, reducing attrition rates and enhancing team retention. Played pivotal role in recruitment and hiring, streamlined processes, and served as a Subject Matter Expert. Commitment to customer satisfaction and community engagement began as an Associate Community Manager. Journey includes leadership roles as a Lead Community Associate and initial contributions as a Community Associate.

**Team Assistant | Mckinsey and Company, India****May 2014 – Dec 2014**

- Team assistant to the regional director of the south division India
- Singlehandedly managed his calendar while taking care of Immigration, Visa and travel arrangements,
- Planning meetings, events and creating presentation slides based on client requirements.
- Providing excellent support to one of the senior leaders at Mckinsey Chennai and ensuring a smooth run of his team operations.

**Examination Service Officer | The British Council, India****May 2011 – Feb 2012**

As the operations in charge officer, was the single point of contact for IELTS examination - South region, conducting, supervising and also taking care of all the pretest and post test procedures while coordinating and corresponding with universities around the world like Cambridge and Oxford for IELTS and other exams for children and adults on English specialization eg: YLE (Young Learners English), BEC (Business English Certification).

**ACADEMIC & PROFESSIONAL ASSOCIATIONS**

- Student assistant - University of Advancement services, Golden Gate University 2023 – Present
- ASQ - GGU (American Society of Quality) - President and to soon hold a green belt six sigma certificate – present
- Student Ambassador – Engagement and Operations – PMISFBA chapter – present
- Member and Volunteer, PMI and International Student Clubs, Golden Gate University 23 - Present
- Acted as the Culture and Engagement Ambassador for Poshmark, 2015 – 2023
- Managed Culture and Engagement projects and initiated the same for the Core support team at Poshmark
- Vocalist with the HSBC Corporate Band, 2009
- Cultural Secretary, BBA department, Ethiraj College 2006 – 2007
- Won the outstanding student award, BBA department, Ethiraj College - 2007