

JASMINE HAMMOND

Strategic Community Architect | Scalable Program Leader | Equity-Driven Builder
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PROFESSIONAL SUMMARY

Mission-driven community leader with 10+ years of experience building and scaling global programs across tech, nonprofit, and art sectors. Proven track record in community architecture, volunteer and team leadership. Passionate about equitable, accessible, and smart systems of design, people-driven digital transformation, and brand affinity through authentic connection

KEY SKILLS

Cross functional leadership | Digital engagement | Event planning (in-person and virtual) | Educational facilitation | Executive leadership and strategy | Reporting and analytics | Program management | Public speaking | Strategic scaling | Tactical arts and craft expertise | Platform expertise (Airtable, Google, Figma, monday.com, Wix.com)

MOST RECENT EXPERIENCE

monday.com (Global SaaS company)	Nov 2022-Present
<u>Regional Community Programs Manager - Brand</u>	<u>Aug 2024-Present</u>

- Head of strategy and execution for 7 global language and niche communities
- Guide 13 volunteer community managers to achieve sustained 5% monthly growth, 7,000+ members, 30%+ engagement, and 7 events per month
- Spearheading the scale of the monday.com Ambassador Program from 70 to 200 ambassadors worldwide through quarterly growth strategy
- Lead quarterly “swag and delight” campaigns in partnership with Social Media and Design through conception, swag production, fulfillment of 50+ shipments/Q, and analytics across channels
- Manage \$135k budget across communities, ambassadors, and swag initiatives

<u>Regional Community Manager - Digital Communications</u>	<u>Nov 2023-Aug 2024</u>
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- Launched 4 language-based sub-communities - growing communities to +2500 members, averaging 40% monthly engagement in 1 year
- Built ambassadors program to 34 members and 82% monthly engagement
- Created a global events strategy between Email Marketing, Localization, Design, and Community Teams increasing average audience by 66%
- Grew NPO community to 2900+ and 40% monthly engagement

<u>Community Manager - Social Impact</u>	<u>Nov 2022-Nov 2023</u>
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- Established digital community supporting 1400+ nonprofits orgs with 14 curated events per month, asynchronous assets, and 1-to-1 product support
- In collaboration with GivingTuesday, World Hope, and Habitat for Humanity

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delivered use-case and thought-leadership events and supporting resources

ADDITIONAL LEADERSHIP ROLES

The Town Hall (New York-based performance venue) **Oct 2022-Present**

Seasonal Community Outreach Consultant

- Lead audience generation to 3500+ NYC students annually through in-person instruction at ~22 locations and 3 in-person performances at The Town Hall
- Spearhead culturally relevant and sensitive curriculum development for education department through a 5-week poetry curriculum and 10-week social impact curriculum shared with 220+ NYC schools annually

Pod People (Remote B2B podcasting company)

Sept 2021-Oct 2022

Vice President of Community

April 2022-Oct 2022

- Oversaw 25+ event partnerships with media entities (Dolby, IHeart, Patreon)
- Led 12 site-specific thought leadership and networking dinners for top-tier talent
- Managed 6 full-time staff members supporting 2500+ community members; Team included community managers, social media manager, and event manager
- Established DEI initiatives through internal and external training and activities

Senior Director of Community

Jan 2021-April 2022

- Expanded the Community Team to 3 employees to support 2,000+ community members, enhancing engagement and resource availability
- Created content strategy and distribution via community platform Circle.so
- Initiated a mentorship program with 20 professional audio mentors and mentees
- Coordinated 20+ educational events via Zoom and in-person monthly
- Promoted from role as Director of Community after 5 months

Brooklyn Music School (Brooklyn performing arts school)

May 2021-Dec 2021

Director of Outreach & Musical Theatre Department Chair

- Forged 125+ community partnership with New York State schools and centers
- Revitalized a \$500,000 outreach budget through increased virtual and in-person programmatic reach to 33 sites after COVID-19 impact
- Upon receiving a new job offer, remained part-time through transition period as the school's program advisor and team trainer from Sept 2021-Dec 2021

Walnut Street Theatre (Philadelphia regional theatre)

June 2015-Aug 2019

Assistant Director of Education

July 2018-Aug 2019

- Tripled outreach income and school reach to \$270,000 and 37 programs
- Recruited and supervised 50+ artists within the Walnut's Education Programs: Disney Musicals in Schools, Adopt-A-School, Camp Walnut, and Residency
- Promoted after serving as the first Resident Teaching Artist from 2015-2018

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EDUCATION & HONORS

Degree

Virginia Commonwealth University (Richmond, Virginia)
Bachelor of Fine Arts in Theatre Performance, Magna Cum Laude

Certifications

CMX Academy (Virtual Program) July 2022
The Community MBA Certification

University of South Florida (Virtual Program) June 2022
DEI in the Workplace Certification

Internships & Apprenticeships

Philadelphia Young Playwrights (Philadelphia, PA) Aug 2014-June 2015
Teaching Artist Apprenticeship

Walnut Street Theatre (Philadelphia, PA) Jan-June 2014
Dorothy Haas Acting Apprenticeship

Lexington Children's Theatre (Lexington, Kentucky) June-Aug 2012
Teaching Artist Internship Program

Awards & Honors

The Philadelphia Inquirer (Philadelphia, PA) 2019
D&I Future Leader

The Tony Awards (New York, NY) 2018
Honorable Mention: Excellence in Theatre Education

Adele Magner Award (Philadelphia, PA) 2016
Transformative Teaching Artist Award

Community and Employee Resource Group Involvement

monday.com ERGs (New York, NY) 2023-Present
Pride, BIPOC, Womxn

Forbes (Virtual) 2022-Present
ForbesBLK (Formerly [For]bes the Culture)

Kimmel Center for the Performing Arts (Philadelphia, PA) 2020-2021
Employee ERG