

Jeana Ceglia

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Education + Skills

CALIFORNIA STATE UNIVERSITY, CHICO

2013 | Bachelor of Science | Business Administration, Marketing

High EQ | Project management | Process optimization | Calendar management | Expense reporting | Event planning | Documents & presentations | Food & beverage | Microsoft Office | Google Workspace | Adobe Creative Cloud | Social Media | Netsuite (ERP) | Concur (TMS) | Paylocity | Greenhouse | Salesforce | HubSpot | Tableau | WordPress | Weebly | Wix | 1Password | LastPass | Monday.com | Asana | Notion | Jira | TriNet

Professional Experiences

CONSULTANT

SELF-EMPLOYED

10/2023 – PRESENT

- Conducting in-depth analyses of client business processes, identifying areas for improvement and efficiency
- Collaborating closely with clients to understand their unique needs and providing customized solutions
- Delivering impactful presentations and reports to communicate findings, recommendations, and project outcomes
- Managing project timelines, budgets, and resources to ensure successful and timely project completion
- Offering expert advice on industry best and past practices, along with system/operational trends
- Building and maintaining strong client relationships through effective communication and exceeding expectations

CHIEF OF STAFF to CEO, CRO, COO/CFO

POSIBL

02/2023 – 10/2023

- Served as the key strategic advisor and provided support to the executive team by managing high-priority tasks and projects
- Managed daily operations, streamlining processes, and overseeing critical initiatives to ensure alignment with organizational goals
- Developed and executed a successful marketing plan for in-house brand portfolio, resulting in 70% growth in revenue with top three selling months in brand revenue and profitability within my first six months of employment
- Established marketing budget and exceeded spend goals for house of brands, showcasing effective financial management
- Liaised between the leadership team, various departments, and the Board/investors, ensuring effective communication and implementation of strategic initiatives
- Conducted research, prepared reports and presentations, and presented findings to inform decision-making processes
- Streamlined workflow and optimized operational efficiency through process improvements and project management
- Collaborated with leadership to execute key business strategies and drive organizational growth
- Managing confidential and sensitive information with the utmost discretion.
- Acted as a representative of the executive office, fostering positive relationships with internal and external stakeholders and the Board

CO-FOUNDER + CHIEF STRATEGY OFFICER

PETALFAST

07/2020 – 01/2023

- Built infrastructure from scratch with founding members and is successfully operating in 3 states with 120+ employees
- Oversaw, managed, and continuously improved internal business operations including, Digital, Business Insights, Human Resources, IT/Security, Supply Chain, Operations, PR/Marketing, Investor Relations, and Events
- Achieved exceptional employee retention with only two voluntary departures in a three-year period during a pivotal phase of defining company culture and core processes, also acknowledging the pandemic with predominantly remote work
- Implemented cross-functional processes and systems, creating templates and SOP documents for internal training
- Formulated a comprehensive employee handbook, meticulously crafting all personnel policies and procedures – benefits, holiday schedule, parental leave policy, new hire onboarding, and culture initiatives to foster a positive and inclusive work environment
- Independently organized company events and Board meetings, managing logistics including travel, F&B, and accommodations
- Produced internal and external documents and templates using Microsoft, Google Workspace, and Adobe applications
- Led the creation of mission, vision, core values, DEIB programs, and annual strategy while collaborating with management teams
- Established core brand processes encompassing brand management quarterly strategy planning, business development pipeline, and customer journey from onboarding to communication strategy for brand owners/operators
- Managed PR agency, developed business marketing strategy, and created graphics and copy for social media, press releases, and more

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CHIEF OF STAFF to CEO and CRO/PRESIDENT

GREENLANE HOLDINGS (GNLN) - *formerly known as KUSHCO HOLDINGS (KSHB)*

02/2017 – 03/2020

- Initiated, recruited, and scaled new departments, including Product & Brand Management and Project Management
- Organized expenses, travel, and complex calendars for a C-level executive team of 7
- Established trust as a partner and advisor to C-level, EVPs, and VPs, anticipating needs and executing on their behalf
- Proactively managed key projects with strong business acumen and attention to detail
- Coordinated fundraising activities, including roadshow logistics and IR pitch decks
- Planned company-wide meetings and culture events
- Proactively managed key projects across functions, demonstrating business acumen and attention to detail
- Thrived in dynamic environments, adapting quickly to change with a calm sense of urgency
- Provided crucial feedback for strategic initiatives
- Assisted revenue division by facilitating key customer accounts, developing relationships, and project managing custom orders
- Prepared all internal and external communications for executives, the Company, and Board of Directors

OWNER

03/2016 – PRESENT

HELLO HAPA

- Operate a service-based calligraphy business crafting products for various occasions
- Strategize and curate social media content to educate and acquire leads
- Built user-friendly websites on Weebly and Wordpress to facilitate transactions
- Utilize Microsoft and Adobe applications for digital file creation and product strategy
- Conduct quarterly financial modeling to assess business profitability through cash flow and P&L statements

EVENT SERVICES MANAGER

11/2015 – 06/2016

HYATT HOTELS CORPORATION

- Directed Event Services department for impactful hotel events in meeting rooms and public spaces
- Optimized food and beverage revenue through efficient staffing and inventory management
- Oversaw high-cost furniture purchases during renovations to enhance guest experience within budget constraints
- Provided continuous leadership and coaching to managers, supervisors, and staff
- Managed third-party staffing agencies and demonstrated strategic thinking in staffing logistics
- Motivated the team through shift briefings, trainings, and recognition, also addressing areas of improvement

ASSISTANT EVENT SERVICES MANAGER

09/2014 – 11/2015

HYATT HOTELS CORPORATION

- Elevated guest experience through unparalleled customer service, coordinating with all departments to ensure seamless event production
- Applied creativity to enhance meeting spaces and public areas of the hotel
- Managed multiple corporate and leisure events simultaneously, demonstrating excellent time management skills
- Hands-on management approach in setting up and tearing down furniture, décor, and food equipment
- Successfully met/exceeded expectations from internal departments, clients, and vendors with meticulous attention to detail
- Learned from operational errors, continuously improving processes through effective communication

F+B CORPORATE MANAGEMENT TRAINING PROGRAM

03/2014 – 09/2014

HYATT HOTELS CORPORATION

- Completed a comprehensive six-month exposure and training program covering all hotel aspects
- Executed tasks and management assignments, acquiring expertise in hospitality fundamentals and diverse management strategies
- Developed high emotional intelligence skills through hands-on experience in handling interactions with guests, clients, and employees
- Demonstrated adaptability in stressful situations with a calm sense of urgency
- Sent to corporate headquarters to undergo advanced training and knowledge testing in food and beverage operations