

Jeana Ceglia

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Education + Skills

CALIFORNIA STATE UNIVERSITY, CHICO

2013 | Bachelor of Science | Business Administration, Marketing

Calendar management | Expense reporting | Event planning | Documents/presentations | High EQ | Project management | Process optimization | 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

10/2023 - PRESENT

SELF-EMPLOYED

- 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

02/2023 - 10/2023

POSIBL

- Strategized and executed CEO's administrative tasks, ensuring completion of action items
- Organized team meetings, managed video calls, and orchestrated pre- and post-meeting deliverables
- Facilitated daily executive communication, serving as a liaison for efficient decision-making and on-time deliverables
- Managed executive calendars, travel, and strategic meetings with minimal supervision
- Maintained awareness of executive obligations, proactively assisting and anticipating needs
- Developed trust with investors and the Board, handling investor relations and organizing board meetings
- Contributed to strategic planning, policy development, and continuous improvement across departments
- Oversaw key accounts, vendors, and built optimal processes by adjusting ERP and CRM resources
- Seamlessly coordinated annual board meeting logistics such as travel arrangements, multilingual communication (including Spanish), various time zones, and comprehensive event planning, covering areas from IT to food and beverage

CO-FOUNDER + CHIEF STRATEGY OFFICER

07/2020 - 01/2023

PETALFAST

- Provided communications support for the executive team, crafting emails, newsletters, presentations, and social media posts
- 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 and accommodations
- Produced internal and external documents and templates using Microsoft, Google Workspace, and Adobe applications
- Led the creation of mission, vision, core values, and DEIB programs, while collaborating with executive and leadership 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/EA to CEO and CRO/PRESIDENT

02/2017 – 03/2020

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

- Facilitated executive meetings by observing, note-taking, and project managing action items
- Efficiently managed expenses, travel, and calendars for a C-level executive team of 7
- 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
- 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 ops
- 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

EVENT SERVICES ADMINISTRATIVE ASSISTANT

09/2013 – 03/2014

HYATT HOTELS CORPORATION

- Oversaw office operations and managed inventory for Event Services department, including seamless weekly payroll processing
- Effectively communicated to enhance client and associate satisfaction
- Utilized Microsoft applications to create documents and design/edit daily menus
- Demonstrated extensive knowledge of allergies and dietary restrictions, educating staff and guests on meal ingredients
- Provided hands-on assistance to server and setup staff when needed.
- Managed phones and facilitated requests across all departments