

GWENDALYN AUGUSTINE (SHE / HER)

SENIOR EXECUTIVE ASSISTANT, CAPM®

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Pepper Potts has nothing on me.

Highly organized and efficiency-obsessed, with expertise in optimizing operational processes. Known for flawlessly balancing multiple workstreams and juggling fast-changing priorities with sound judgment, integrity, and the utmost confidentiality while meeting deadlines. Critical thinker with a keen sense for anticipating and identifying issues and proactively solving. An eager and fast learner, quickly grasping complex applications and theories. Always working with kindness, a positive attitude, and a team player mindset.

**Business Partner | Project Management | Process Building & Optimization | Relationship Building
Complex Calendar Management | Expenses & Budgeting | Travel Coordination | IQ & EQ**

PROFESSIONAL EXPERIENCE

SNAP, INC., Santa Monica, CA

2019 – 2022

Program Manager, International Expansion, Strategy and Operations

01/2022-09/2022

Led 20+ cross-functional teams to expand company's global footprint, operationalizing and standing-up in new markets.

- Managed new market projects from inception to completion; coordinated cross-functional workstreams with parallel and dependency timelines, prioritizing, planning, and executing. Built relationships and attained alignment with stakeholders; launched company in 8 new regions (4 kick off to completion; 1 alternative entity utilization).
- Initiated and prioritized due diligence workstreams, ensuring 360 consideration and risk assessments of new markets.
- Advised business leaders on business cases; Aligned C-level executives on value / risk analysis and market prioritization.
- Identified operational barriers and policy conflicts due to business growth. Led cross-functional stakeholders to collaboratively problem-solve.
- Identified and solved for redundancies and gaps, optimizing the International Expansion Program.
- Maintained and tracked Market Development budget, supporting growth initiatives.

Executive Assistant to Senior Director, International Markets

01/2021 – 01/2022

Supported Sr. Director, International Markets; Sr. Director, Global Carrier Partnerships; and teams. Managed special projects.

- Managed multiple executive calendars including all global time zones; prepared C-level updates, meeting materials, and managed communications; coordinated top level international in-person partner meetings, including catering; coordinated Offsites and Team Building events; coordinated complex international travel; prepared and approved expense reports; managed partner / vendor payments (US, MX, SP, IT, ID, SG, JP).
- Co-created Content and Partnerships organization's onboarding program, providing equitable start for all new hires.
- Coadapted and revamped the International Ambassador program, achieving compliance and scalability, increasing localization efforts from 20 to 40 markets, and doubling number of projects in each: effectively scaling to 400%.

Executive Assistant to Chief Strategy Officer (CSO)

01/2019 – 01/2021

Supported CSO; thought partner and trusted sounding board on global growth and team culture. Managed special projects.

- Managed complex executive calendar; strategically set cadence of recurring meetings; prepared agendas and materials for C-Level and organization-wide meetings; managed communications; coordinated large in-person and virtual meetings with global attendees; coordinated complex domestic and international travel; prepared and approved expense reports, "go-to" point of contact; other high-level administrative support.
- Kept CSO organized and atop of ever-changing priorities; assisted navigation of confidential HR / leadership issues
- Created and led onboarding program for Strategy organization, providing equitable start for all new hires.
- Collaborated with leadership on Strategy Org's DEI initiatives, KPIs and OKRs; organized and aligned HR, Legal, and Comms teams, achieving approval and compliance. Volleed to senior manager for creation of CSO's full DEI program.

PARAGON COIN, INC., Los Angeles, CA**2018 – 2019****Sr Executive Assistant & Operations Manager***Sr. Executive Assistant to CEO and COO. Established, implemented, and managed day-to-day operations of business.*

- Managed multiple executive and team calendars; coordinated complex domestic and international travel; expense reports managed correspondence; Managed team of 4.
- Implemented policies and procedures for: payroll compliance, recruiting, HR management, vendor accounts, and facility management, including SaaS implementation.
- Established an Events department, creating policies and operational processes.
- Authored / coauthored negotiation correspondence, contracts and agreements, including lease agreements, NDA, AOR, LOI, MOU, T&C, privacy policy, Employee Handbook, and preparing TM specimens.

KVD BRAND, Hollywood, CA**2015 – 2017****Editor-In-Chief & Online Content Manager***Oversaw 1 print magazine and 9 websites. Hired and managed 30+ writers and contributors.*

- Directed design, content, and full editing of quarterly print publication and managed consistency of branding and focus.
- Managed multiple online websites, including planning, managing contributors, and selecting and editing content.
- Created program to acquire talent, schedule content, and delegate assignments, decreasing cost and turnaround time.
- Authored and implemented HR policies and procedures, IP contracts, and managed business, CPRT, and USPTO filings.

PERFECT 10, INC., and LAW OFFICES OF JEFFREY N MAUSNER, Los Angeles, CA**2002 – 2015****Sr Executive Assistant**

10/2002-10/2010

- Managed day-to-day admin for CEO, including calendars, team travel, special projects, and supervision of PT staff.

Intellectual Property Paralegal

12/2002-10/2015

- Created and oversaw contract, content, and copyright organization and management systems. Edited pleadings, briefs, responses, and prepared exhibits for pre-trial hearings. High levels of confidentiality and discretion.

Program Manager, Content Acquisitions

11/2002-09/2010

- Developed company's program for acquiring and integrating content. Managed 12+ content acquisition projects, totaling multi millions in contract value and increasing library size 300%.

Production Manager

01/2004-10/2007

- Directed and co-produced events (~100-300 ppl), leading teams of 20 to 60+, meeting critical budget and timelines.

SOFTWARE / TECHNICAL SKILLS**Google Suite:** Gmail, GCal, Docs, Sheets, Slides, Forms, Meet | **Microsoft Office:** Outlook, Word, Excel, PowerPoint**Adobe:** Acrobat Pro / DC, Photoshop | Asana | Jira (lite) | Concur | Expensify | Oracle | IronClad | Workday

HTML (lite) | WordPress | DocuSign | Basecamp | Beyond Compare | Skype | Zoom | Slack | + more

EDUCATION / PROFESSIONAL DEVELOPMENT

- CAPM® Certification, Project Management Institute (PMI)
- Agile Crash Course, Udemy
- Intellectual Property Law (audit), Advanced Copyright Law (audit), Southwestern University of Law, Los Angeles, CA
- Certified Paralegal, CA B&P Code 6450(c), inactive

PHILANTHROPY / COMMUNITY INVOLVEMENT

- **Vice President** (2008 – 2012), **Secretary** (2007 – 2008), Knockouts for Girls, Southern California, CA (2007 – 2012)
 - KO4G raised money for underprivileged girls' college scholarships via drives, events, boxing classes, and mentoring.
- **Volunteer and Club Member**, Food on Foot, Los Angeles, CA (2009 – present)
 - FOF Fed and clothed homeless and working poor while providing support for organization's work program.