

JENALEE ALEXANDER

PROGRAM & OPERATIONS LEADERSHIP | CROSS-FUNCTIONAL DELIVERY | PROCESS IMPROVEMENT | TEAM DEVELOPMENT

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PROFESSIONAL SUMMARY

Senior program and operations leader with 10+ years of experience delivering cross-functional initiatives across nonprofit, technology, creative production, hospitality, and consumer brands. Experienced leading multi-site programs, operational planning, process improvement, stakeholder communication, team development, risk mitigation, budgets, vendors, events, and customer-facing initiatives from concept through execution. Proven record of building scalable systems, improving execution consistency, leading teams of 100+, and driving measurable engagement growth.

CORE COMPETENCIES

Program Management | Operations Management | Project Management | Strategic Planning | Cross-Functional Leadership | Process Improvement | Change Management | Stakeholder Management | Team Development | Resource Planning | Budget Management | Risk Management | Vendor Management | KPI & Performance Reporting | SOP Development | Workflow Optimization | Event Operations | Customer Experience | Agile | Scrum | Jira | Confluence | Microsoft Office | Google Workspace

SELECTED IMPACT

- Improved engagement by **40%** through scalable operational systems, service standards, leadership development, and consistent execution across multi-site programs.
- Built and developed a **100+** person volunteer workforce, including recruiting, onboarding, scheduling, coaching, communication, and leadership development.
- Managed **Fortune 500** client projects spanning digital products, creative production, and live events using Agile/Scrum delivery practices.
- Directed large-scale event operations for **230+** participants and **80+** volunteers, contributing to a **47%** participation increase.

PROFESSIONAL EXPERIENCE

Program Director | Legacy Nashville | Nashville, TN

2022–Present

- Direct multi-site children and family programs within a nonprofit organization serving **2,000+** weekly attendees, overseeing operational planning, team performance, service delivery, and continuous improvement.
- Lead and develop a **100+** person volunteer workforce through recruiting, onboarding, scheduling, coaching, communication, and leadership development.
- Designed and implemented SOPs, operational playbooks, reporting systems, and service standards that improved execution consistency and contributed to **40%** engagement growth.
- Manage concurrent programs, campaigns, events, and seasonal initiatives, coordinating timelines, resources, logistics, vendors, risk, communications, and cross-functional stakeholders.
- Direct large-scale event operations, including planning, staffing, safety, resource allocation, issue resolution, and post-event evaluation; achieved a **47%** participation increase for a major annual event.
- Partner with executive, creative, communications, production, and operations stakeholders to translate organizational priorities into executable plans and measurable outcomes.

Project & Product Manager | Softway | Houston, TX

2019–2021

- Managed concurrent technology, creative, and live-event projects for **Fortune 500** clients from discovery and planning through launch and delivery.

- Led cross-functional teams spanning engineering, UX, design, creative, production, and business stakeholders; managed scope, requirements, schedules, dependencies, risks, and stakeholder communication.
- Translated business needs into requirements, user stories, priorities, and deliverables, improving alignment between technical teams and client stakeholders.
- Applied Agile and Scrum practices using Jira, Confluence, Kanban workflows, project reporting, documentation, time tracking, and resource planning.
- Advanced through Project Coordinator and Creative Resource Manager roles into Project Manager, reflecting increasing responsibility for team coordination, delivery, and client outcomes.

Creative & Production Manager | Heartstone Pictures | Houston, TX

2018–2019

- Managed digital marketing and creative initiatives for documentary and client projects, developing social media content, promotional assets, photography, video graphics, and marketing materials while coordinating production timelines and stakeholder communication.
- Served as Production Manager for international documentary filming in Uganda, maintaining schedules, resolving issues in real time, and coordinating on-site execution.

Marketing Manager / Marketing Director | SPI | Houston, TX

2016–2018

- Promoted from Marketing Manager to Marketing Director; developed strategic marketing plans supporting product sales, customer acquisition, trade shows, and brand growth.
- Managed campaigns, events, marketing assets, vendor/agency coordination, and training for sales representatives participating in public-facing events.

Digital Marketing Manager | Moody Gardens | Galveston, TX

2015–2016

- Executed integrated marketing initiatives across a resort, hotel, golf course, attractions, and entertainment operation, coordinating with marketing, public relations, and property stakeholders.
- Produced analytics and executive reporting for leadership; led a five-month social media campaign approved by Nickelodeon marketing leadership.
- Participated in cross-property planning and guest-focused coordination, strengthening understanding of complex hospitality operations and customer experience.

PR Spokesperson & Brand Representative | Blue Bell Creameries | Brenham, TX / National 2007–2012 (College / Early Career)

- Represented a nationally recognized consumer brand through television, radio, social media, public appearances, product launches, and community events.
- Supported product introductions and market expansion campaigns while maintaining consistent brand messaging and building customer relationships across markets.

ADDITIONAL EXPERIENCE

Kuhl-Linscomb, Retail Associate & Bridal Registry Specialist | Houston, TX

Earlier experience also includes NBCUniversal, ESPN, KWTX News 10, and the Dr Pepper Museum.

EDUCATION

Baylor University | Bachelor of Arts, Journalism, Public Relations & New Media | Film & Digital Media