

# HELLO, I'M JOSEPH ARANDA

E [arandacharlesjoseph@gmail.com](mailto:arandacharlesjoseph@gmail.com) | W [www.joeydid-it.com](http://www.joeydid-it.com) | P 818.203.8516

Dynamic leader with a passion for curating culture, engagement, and people development. Adept at designing initiatives that foster inclusivity, collaboration, and meaningful workplace experiences. Recognized for leveraging data-driven insights to enhance employee satisfaction, drive operational efficiency, and create thriving communities.

## EXPERIENCE

### Lumos App, San Francisco, CA

#### 2023-2025 | Culture Ops Lead

Collaborated with the C-Suite and department leaders to shape Lumos's culture, creating a space where every team member feels appreciated and empowered. Together, we designed programs that highlighted the significance of collaboration, diversity, and connection.

- Collaborated with the Head of People to design a unique and inclusive onboarding experience, leading to an improved new hire retention by 15%.
- Co-developed the weekly All Hands agenda with the CEO to foster more inspiring, informative, and engaging sessions, increasing All Hands engagement by 25%.
- Initiated programs such as Lumos Cares, Lumos Connects, and Lumos Offsite.
  - Lumos Cares: Reflecting the Lumos Value of “Care Genuinely,” we focused on highlighting, celebrating, and supporting various causes, cultural moments and holidays.
    - We made a meaningful impact through a variety of methods, including guest speakers, exclusive swag, and engaging hands-on virtual events.
  - Lumos Connects: Remote By Design, Connected By Intention.
    - With the assistance of elected “city mayors,” we curated monthly experiences for cities with five or more team members.
  - Lumos Offsite: Co-curated department coworking weeks, and one yearly all team offsite.
    - Leveraging insights from previous experiences, we purposefully planned, organized, and executed offsite events that were both productive and impactful.
- Developed analytics-driven feedback loops, sharing key metrics with stakeholders to inform cultural strategy.
- Led dynamic operations across Lumos's San Francisco and New York City offices.
  - San Francisco: Spearheaded the project management, sourcing, negotiation (achieving a 38% monthly cost reduction), and design of our new 6,000-square-foot office space.
  - New York City: Collaborated with two office champions to cultivate a productive and inspiring workspace.

## **Greenhouse Software, NY NY**

### **2022-2023 | Employee Enablement & Engagement**

Fostered a culture of open communication, unlocked opportunities for growth and development, recognized/rewarded employee achievements, and ensured that employees felt valued and supported.

- Partnered with C-Suite, VPs & Directors of Revenue, Customer Teams, Marketing to define, launch, and execute multiple strategic and operational initiatives simultaneously - onboarding, continued education programming, skill labs, DEI/ERGs, lectures, and product releases).
- Managed and led large programs (500+ attendance), meetings, and events with impactful and measurable outcomes (dept. quarterly all hands, huddles, sales kickoff, AMAs).
- Collaborate cross-functionally across all levels of leadership on Community Support, Engagement, and department initiatives to help reach their goals and measure against KPIs.
- Prepared presentations and communicated program status to stakeholders and senior leadership.
- Leveraged best practices but worked creatively to drive execution and simplification for all internal comms.
- Co-created and implemented pulse surveys.
- Presented metrics and insights from pulse surveys and employee feedback to stakeholders including C-Suite.
- Designed and executed recognition and awards programs for the sales and customer teams (president's club, team off-sites, holiday gifting, quarterly dept. awards).

## **Third Coast Hospitality, Chicago, IL**

### **2022-2022 | Workplace, Culture & Experience Specialist (Contract)**

- Enhanced DEI&B initiatives, onboarding experiences, and operational policies, leading to an improvement in employee retention.

## **Bluedog Design, Chicago IL**

### **2016-2021 | Workplace, Employee Experience & Engagement Manager**

Created acts of thoughtfulness for bluedog, clients, and agency friends.

- Crafted award-winning engagement initiatives, contributing to Bluedog's #1 Crain's Chicago Best Places to Work (2020).
- Developed and managed sustainability-driven swag and culture programs, supporting Bluedog's B Corp certification.
- Led the design of an innovative in-house Bodega snack program, later adapted for remote employees.
- Deepened bluedog's cultural footprint by organizing DEI&B initiatives, team-building activities, and charity work.
- Collaborated with the Executive Leadership Team and Human Resources to transform internal communications, ensuring they are engaging and intentional.
- Acted as director of operations for bluedog's sister event space, The Mitz Chicago generating over \$100K in revenue.
- Administrative support to CEO and CFO (scheduling, travel, expenses).

## **Soho House, Chicago IL**

### **2015-2016 | Events Experience Lead**


- Orchestrated high-profile private events and acted as corporate trainer for new locations

## **Schlesinger Associates, Los Angeles CA**

### **2010-2014 | Client Service Manager, QA People Developer**

- Managed facility operations, vendor partnerships, and team performance strategies to optimize service delivery.

## **SKILLS**

 Proficient in Culture Building, Employee Experience, Event Management, Internal Communications, DEI&B, Leadership Development, and Office Operations, People Analytics, Survey Design, Engagement Metrics, and Program Implementation.