

## HELLO, I'M JOSEPH ARANDA

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### **Workplace Experience & Experiential Culture Leader**

Designing and producing high-impact internal gatherings, executive offsites, and scalable culture programming across multi-office organizations. Known for transforming company events into intentional, on-brand experiences that drive connection, engagement, and mission alignment. Experienced in vendor strategy, production planning, and executive facilitation support.

## EXPERIENCE

### **SpotOn | Chicago, IL**

#### **Associate Manager, Workplace Experience & Experiential Programs**

2025–Present

- Produce and execute high-impact internal experiences across four U.S. offices, transforming company gatherings into intentional, brand-aligned moments that drive employee connection and engagement
- Partner with People and Marketing teams to deliver company-wide programming, including large-scale events, activations, and cultural initiatives
- Design and manage run-of-show documentation, timelines, and on-site execution to ensure seamless delivery and elevated attendee experience
- Build and manage vendor partnerships (facilities, catering, security, workplace services), improving service quality and operational efficiency across locations
- Lead and develop a team of three office managers, establishing high standards of execution, accountability, and hospitality-forward service
- Scale workplace experience programs across offices, creating repeatable frameworks and consistent employee experiences
- Identify operational gaps and implement process improvements that enhance efficiency and overall workplace experience
- Contributed to SpotOn Chicago being recognized as a *2026 Built In Best Places to Work* through culture and engagement programming

### **Lumos | San Francisco, CA**

#### **Culture Operations Lead**

2023–2025

- Partnered directly with the CEO and Executive Leadership Team to design and produce company-wide gatherings, including All Hands, executive offsites, and culture-driven programming

- Elevated weekly All Hands into engaging, high-impact experiences, increasing employee engagement by 25% through improved structure, storytelling, and facilitation support
- Produced and executed annual company offsites and department coworking experiences, balancing strategic outcomes with meaningful team connection
- Built and scaled signature culture programs:
  - **Lumos Cares** — company-wide cultural and impact programming aligned to core values
  - **Lumos Connects** — distributed engagement model activating teams across multiple cities
  - **Lumos Offsite** — annual all-company offsite and team coworking experiences
- Managed event and culture budgets totaling \$1M, ensuring efficient allocation and high-quality execution
- Developed strategic vendor partnerships across venues, production, and experiences, achieving up to 38% cost reduction while improving delivery quality
- Designed onboarding experiences in partnership with People team, improving new hire retention by 15%
- Built feedback loops and analytics to measure engagement and inform culture strategy

## **Greenhouse Software | New York, NY**

### **Employee Enablement & Engagement**

2022–2023

- Produced and managed large-scale internal programs (500+ attendees), including All Hands, SKOs, AMAs, and leadership sessions
- Partnered with senior leadership across Revenue, Customer, and Marketing to deliver strategic initiatives including onboarding, learning programs, and internal events
- Designed and executed recognition programs, offsites, and engagement initiatives that reinforced company culture and performance
- Led cross-functional collaboration to align programming with business goals and measure success through KPIs and engagement metrics
- Developed and presented insights from employee feedback and pulse surveys to executive stakeholders

## **Bluedog Design | Chicago, IL**

### **Workplace Experience & Engagement Manager**

2016–2021

- Designed and executed culture and engagement initiatives contributing to *#1 Crain's Chicago Best Places to Work (2020)*
- Partnered with Executive Leadership and HR to build intentional internal communications and culture programming
- Led workplace experience strategy, including events, DEI&B initiatives, and team engagement programs

- Directed operations for in-house event space, generating \$200K+ revenue through high-quality event production
- Built scalable programs including an in-house “Bodega” experience, later adapted for remote employees

## **Soho House | Chicago, IL**

### **Events Experience Lead**

2015–2016

- Produced high-profile private events with a focus on premium guest experience and seamless execution
- Supported new location openings as a corporate trainer for event experience standards

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

### **Client Service Manager, QA People Developer**

2010–2014

- Managed facility operations, vendor coordination, and team performance to deliver high-quality client experiences

## **SKILLS**

Experiential Event Production • Executive Offsites • Run of Show Planning • Culture Programming • Vendor Strategy & Negotiation • Employee Engagement • Internal Communications • Facilitation Support • Budget Management • People Leadership • Workplace Operations • Analytics & Feedback Loops