

JESSICA MACIAS

Leadership/Marketing/Community Building/Early Childhood Education

Highly versatile and experienced professional offering expertise in driving process improvements, implementing employee-focused initiatives, and fostering operational excellence. Proven track record of increasing efficiencies, maintaining low staff turnover, innovative strategies, and collaborative leadership.

WORK EXPERIENCE

YWCA Monterey County – Chief Executive Officer – Monterey County – August 2025 – Present

Mission-driven executive leader with over 15 years of nonprofit leadership experience advancing initiatives that prevent domestic violence while addressing racial inequities, and homelessness. Proven ability to partner with Boards of Directors to drive strategic planning, organizational growth, and long-term sustainability. Skilled in building and maintaining high-impact relationships with government agencies, community partners, and funders to expand services and strengthen community presence. Demonstrated success in securing and managing diverse funding streams—including government grants (HUD), foundations, and major donors—while overseeing complex operations, financial management, and multidisciplinary teams. Committed to trauma-informed, culturally responsive leadership that fosters collaboration, accountability, and transformative community impact.

VALLEY HEALTH PLAN- SALES AND BROKER RELATIONS and MARKETING & COMMUNICATIONS - County of Santa Clara - Nov. 2021-April 2025

While at the County of Santa Clara I was a part of strategic planning operations, marketing, and customer relationship management. I have a proven track record of driving growth and operational efficiency. I successfully managed inventory and purchasing exceeding \$1.5 million annually, while simultaneously developing and executing marketing content, campaigns, and community engagement initiatives that elevated brand visibility and trust. My work in media buying, commercial and PSA development, and strategic brand management contributed to targeted outreach and increased engagement. I played a key role in member and broker growth, supporting a 1000% increase through personalized strategies and strong relationship cultivation.

With a strong focus on customer experience, I consistently delivered prompt, professional support, identified areas for service improvement, and used data-driven insights to inform retention strategies. I collaborated across departments to enhance the customer journey and implemented loyalty programs and marketing campaigns that improved satisfaction and retention. I monitored customer feedback and trends to proactively address concerns and improve overall service quality. Additionally, I led trainings and presentations to build team capacity, produced clear reports to support decision-making, and stayed up to date on CRM best practices and industry trends to drive ongoing innovation and efficiency.

KSS IMMERSION SCHOOLS INC.- CENTER DIRECTOR (Management) - Dec. 2019 (Inaugural Year)-Dec. 2022

During my time at KSS, INC. I offered comprehensive leadership and supervision experience, guiding teams through effective program development, staff training, and human resource management. My support expanded to all five school campuses. I have successfully designed and implemented programs that align with organizational goals while ensuring full regulatory compliance and adherence to safety standards. My approach emphasizes strong community and family engagement, including leading parent education workshops and advocating for the needs and rights of children. I have developed and maintained strategic marketing efforts and managed contracts to support program growth and sustainability. With a consistent focus on child advocacy and stakeholder collaboration, I prioritize inclusive, culturally responsive practices that strengthen both internal teams and the communities served.

GO KIDS, INC.: SAN BENITO Child Development Center - SITE SUPERVISOR (Management) - June 2018 – Dec. 2019 - *See more on LinkedIn*

CISCO SYSTEMS INC. - PROGRAM ANALYST IN COMPLIANCE - May 2017-April 2018

In my temporary position with CISCO I was provided global support and cross-functional collaboration, ensuring seamless coordination across data and product management systems. I have supported complex projects involving supply chain logistics and product lifecycle oversight, ensuring timelines and deliverables align with organizational and client expectations. My work has included managing certification processes and regulatory approvals, maintaining strict compliance with industry standards. I am well-versed in FCC verification and other regulatory frameworks, supporting product readiness and market entry across domestic and international markets.

THE HARKER SCHOOL - EXTENDED CARE COORDINATOR (Leadership) - April 2014-May 2017 - *See more on LinkedIn*

YMCA OF Silicon Valley - DIRECTOR (Leadership) - Aug. 2002 Nov. 2013 - *See more on LinkedIn*

CORE COMPETENCIES

I am a strategic and solution-oriented leader with a strong foundation in people management, public speaking, and professional training. Known for my collaborative learning approach, I foster inclusive team environments that promote growth, engagement, and shared success. I bring clarity and decisiveness to complex situations, using a solution-based mindset to drive progress and resolve challenges efficiently. My strengths in strategic planning and development support long-term visioning while ensuring practical implementation. Whether leading teams, delivering trainings, or contributing to cross-functional initiatives, I consistently aim to empower others while aligning efforts with organizational goals.

ADMINISTRATIVE SKILLS

I offer strong administrative expertise, with a proven ability to oversee diverse program portfolios and develop new initiatives that align with organizational priorities. My proficiency with technology supports efficient operations, data collection, and analysis for informed decision-making. I have experience managing budgets responsibly, ensuring fiscal accountability while identifying opportunities for cost savings and strategic investment. My work includes fundraising and grant writing to secure sustainable funding, along with designing and executing marketing, advertising, and promotional strategies to elevate visibility and impact. I excel in cultivating stakeholder relationships and using data discovery and resource allocation to optimize program effectiveness and organizational growth.

CERTIFICATES/RECOGNITION

Santa Clara County Office of Education: Site Supervisor Permit

Covered California Certified Enroller CLASS

Certification

ECERS Certification

Positive Parenting Training

Adult/Child/Infant First Aid & CPR Certified

CDC Preventive Health & Safety Certificate

Councilmember Xavier Campos Volunteer Award 2013

California Basic Educational Skills Test April 2009 YMCA

of the USA Supervision 2008

103% Club (YMCA - Fiscal Recognition) 2004-2007

MEMBERSHIPS/AFFILIATIONS

NAEYC/CAAEYC Member - 2013 - Present

Santa Clara County Office of Education - Mentorship Program

Golden Key International Honor Society 2022

The National Society of Leadership & Success 2022

Colibri ECE Consulting - 2023

LinkedIn:

