

Davey Patacsil

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SUMMARY

Staff Program Manager and communications strategist with 10+ years leading complex, cross-functional programs from discovery through delivery for global teams across technology, entertainment, and music. Builds the governance frameworks, process standards, and communications systems that let organizations operate at scale, and implements AI-driven automation to remove operational overhead. Experienced partner to Procurement, Finance, and executive stakeholders.

CORE COMPETENCIES

- **Cross-Functional Program Management** — Discovery through delivery; risk mitigation, dependency tracking, timeline management, roadmap alignment, and stakeholder communications across global teams and time zones.
- **Process Design & Editorial Governance** — Stakeholder intake models, content pillars and taxonomies, editorial and moderation standards, onboarding paths, and documented operating cadences that run without their owner in the room.
- **AI & Automation for Program Operations** — Hands-on implementation to remove manual overhead — Claude (newsletter planning, content curation), Gemini (CRM automation, deep research), Workato (tool integrations) — with governance for ethical and efficient adoption.
- **Budget, Procurement & Executive Reporting** — Global L&D fiscal budget ownership FY22–FY25 including purchase order management; executive-level reporting on program metrics, risks, and go-to-market readiness.

TOOLS

Jira · Asana · Smartsheet · Monday · Workato · Google Workspace · Mailchimp · Stack Overflow Enterprise · Figma

PROFESSIONAL EXPERIENCE

Intuit | Staff Program Manager, Digital Communities

San Diego, CA | Feb 2021 – Present

- Lead cross-functional program delivery with Product, Engineering, UX, and Growth, managing risks, dependencies, and timelines across global teams and complex technical stacks.
- Own the rollout and governance of Stack Overflow Enterprise across a global organization — adoption plan, content standards, moderation norms, onboarding paths. **10,000+ technical articles shared**; partnered on an AI integration with Intuit Assist to accelerate time-to-solution.
- Own the "Developer Digest" communications program end to end — stakeholder intake, editorial calendar, curation standards, analytics. Sustained **50% open and 10% click-through rates** across thousands of recipients, above internal benchmarks.
- Own all communications to Intuit's external open source community, growing the distribution list past **20,000 developers** — three-pillar content framework, shared taxonomy with a domain expert and backup per category, monthly operating cadence run in Monday.com, approval gate, and performance review.
- Built the automation layer behind program operations — CRM workflows, automated data hygiene, and self-assembling dashboards — eliminating recurring manual reporting cycles.
- Own the global L&D fiscal budget FY22–FY25, managing purchase orders with Procurement and Finance; produce executive-level reporting on metrics, risks, and go-to-market readiness.
- Lead the local Latinx employee resource group chapter — 150+ active participants across regional offices.

Comic-Con International | Manager of Membership Programs

San Diego, CA | Jul 2018 – Feb 2021

- Built and ran a national membership and engagement program from the ground up in support of the Comic-Con Museum, raising **\$1M+ in memberships in its first year**.
- Planned and delivered large-scale events and omnichannel campaigns against fixed, immovable deadlines.
- Created the reporting frameworks leadership used to evaluate performance and inform direction; handled member and donor information with the discretion required of a nonprofit advancement team.

BPM Music | Digital Marketing Manager

San Diego, CA | Sep 2015 – Jul 2018

- Owned campaign execution and delivery across digital platforms, email, and social media.
- Launched targeted audience growth strategies that increased engagement in the music technology space.
- Partnered with engineering and design on A/B testing, UX improvements, and audience insights using Google Analytics, Meta Ads Manager, and CRM tooling.

EDUCATION

University of California, Berkeley | Bachelor of Arts, English

Berkeley, CA