

Marta Caetani

PROGRAMS · OPERATIONS · COMMUNICATIONS

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SUMMARY

Program management, operations and communications professional with 10+ years of experience turning complex, cross-functional work into clear plans, processes and content. At Google, led programs reaching **56,000+** employees, built operational systems and communications from the ground up, and created resources used by thousands. Comfortable moving between strategy and execution — from stakeholder alignment and executive communications to program delivery and process design.

WORK EXPERIENCE

Courage Collective (Jenny Wood) | Content & Communications Consultant | Nov 2024 - May 2026

Part-time / Contract · Remote

- Designed toolkits, practical resources and executive coaching materials supporting the launch of *Wild Courage*, an instant NYT bestseller, and the growth of former Google executive Jenny Wood's coaching practice
- Developed scalable frameworks, workshop resources and communications supporting client delivery, LinkedIn thought leadership, audience engagement and business growth

Google | Program Manager & Operations Lead | Mar 2022 - Sep 2024

Madrid, Spain · Dual workstream: global career development program + communications and operations

- Independently managed Own Your Career, a global program serving **56,000** employees, with end-to-end ownership across delivery, communications, stakeholder management and live operations
- Grew participation from **31K to 56K** users in three quarters (**77%**) while maintaining **97%** positive feedback; coordinated sessions for up to **6,000+** attendees across **50+** countries
- Built the operational infrastructure behind the program, including governance processes, prioritization frameworks and **15+** SOPs that enabled scalable, consistent delivery
- Produced executive communications, newsletters, presentations and program reporting, keeping senior leaders and global stakeholders aligned
- Managed relationships with **5+** Vice Presidents and **10+** Directors and led a team of **5** contributors across program delivery and operations
- Developed the executive narrative for a global organizational transformation impacting **50+** team members, translating complex changes into a clear story for leadership review and sign-off
- Proactively built a centralized troubleshooting hub used by **1,500+** sellers, consolidating **50+** operational resources into a single source of truth
- Redesigned a global sales escalation portal, reducing invalid escalations by **40%** through clearer guidance, content and knowledge management
- Created globally deployed communications and resources that increased adoption of direct support channels by **18%**
- Designed and delivered a presentation skills program for **~50** employees, increasing confidence in executive presentations from **44% to 100%**

Google | **Solutions Consultant, Mobile Apps** | Aug 2017 - Mar 2022

Dublin, Ireland

- Partnered with some of Google's largest app advertisers (e.g. TikTok, Booking.com, Meta), helping customers adopt products, resolve complex technical issues and navigate operational challenges
- Protected a **\$55M** revenue retention case through rapid cross-functional coordination with Product and Engineering, resolving the issue within a single day
- Led a global customer experience initiative across AMER, EMEA and APAC, improving quality by **6 pp** in two quarters and enabling all team members to meet quality targets
- Delivered **40+** hours of product training and created onboarding materials, certification programs, SOPs and resources adopted across global teams
- Built a global knowledge program that increased high-quality bug submissions to **75%**
- Selected as Interim Manager for the EMEA Apps Specialist team (**4 FTEs**), providing operational leadership and continuity during an organizational transition

TripAdvisor | **Customer Success Manager** | Apr 2016 – Aug 2017

Dublin, Ireland

- Managed strategic hotel accounts, driving retention, product adoption and revenue growth through onboarding, webinars and tailored success plans
- Ranked among the **top 3 performers** in EMEA in Q4 2016

Ttech (Google) | **Google Ads Account Strategist** | Mar 2015 – Mar 2016

Dublin, Ireland

- Managed **500** SMB advertiser accounts; recognised as Best Sales Agent in April and December 2015

PERFORMANCE & RECOGNITION

Rated **Outstanding Impact** — Google's highest performance rating — in both 2022 and 2023, and consistently above expectations across all prior cycles. My habit of bringing structure to messy problems became known among colleagues as ‘*Martifying*’ them

EDUCATION

Università Cattolica del Sacro Cuore | **Master's in Marketing & Sales Management** | 2011 - 2013

110/110 with honours

Università Cattolica del Sacro Cuore | **Bachelor's in Foreign Languages for Business** | 2007 - 2011

110/110 with honours

SKILLS & LANGUAGES

Program & Project Management · Operations · Internal & Executive Communications · Content Development · Cross-functional Leadership · Stakeholder Management · Process Improvement · Knowledge Management · Strategic Planning · Training & Facilitation · **Languages:** Italian (native) · English (fluent) · Spanish (fluent)