WHITNEY I. MENARCHECK

Pittsburgh, PA, USA | whitney.menarcheck@gmail.com | +1 412-758-4488
linkedin.com/in/whitneymenarcheck/ |openrouter.whitneymenarcheck.com

SUMMARY

Community leader with 3+ years building and scaling tech communities. At Lovable, repositioned the company's sole support channel Discord into an active community, growing membership from 55,302 to 172,000+. Redesigned the volunteer Champions program, folding moderation into a single role that also covers education and culture-setting rather than a narrow enforcement function, rebuilding a disengaged core of 8 to 21 people across 9 countries. Co-founded and ran SheBuilds, an end-to-end hackathon program attracting 7,500+ applications across 120+ countries with zero marketing spend, and led a global International Women's Day activation across 126 in-person events in 43 countries. Hands-on experience building with LLMs and APIs, including a Discord community health bot and tools built on the OpenRouter API. Comfortable being publicly visible, hosting a twice-weekly live community event and maintaining an 11,000+ LinkedIn following.

EXPERIENCE

Community Manager | Lovable *Jun 2025 - Sep 2026*

Product Experience Specialist → Community Marketer → Community Manager

Joined as one of Lovable's first 50 employees, pre-Series A; progressed from Product Experience Specialist to Community Marketer to Community Manager within four months.

- Repositioned Lovable's Discord server from the company's only support channel into an active community with programming and volunteer leadership; membership grew from 55,302 to 172,000+ (~211%) during my tenure.
- Inherited a 50-person volunteer Champions program that had become largely disengaged, cut it to a working core of 8, then rebuilt and scaled it to 21 people across 9 countries, designing a structure that gave community leadership real ownership over engagement, moderation, and programming, running independent of any one person.
- Co-founded and ran SheBuilds end to end across all 3 seasons: owned the full application, review, and selection pipeline, onboarding, webinar and training facilitation, the 48-hour hackathon, and winner announcements. Built SheBuilds as a repeatable seasonal program, then codified the process into a hackathon playbook adopted by other teams within the organization. 7,500+ applications across 120+ countries, zero marketing spend.
- Served as the direct feedback channel between the builder community and cross-functional product, marketing, and engineering teams, surfacing user needs and blockers in real time.
- Led Lovable's global International Women's Day community activation: coordinated 126 community-hosted in-person events across 43 countries within the same 24 hours, drawing 3,100+ attendees. Designing a host playbook for successful event facilitation. Produced the flagship livestream from Stockholm and emceed a fireside chat with leaders from Lovable, Anthropic, and Slack's Future Forum.
- Hosted "Open Door," a live community event twice a week, maintaining a consistent, hands-on public presence alongside Champions and community members.
- Implemented a comprehensive analytics process for monitoring season-to-season growth and impact, including NPS, CSAT, CES, and user retention post-event.
- Supported Lovable Shipped, a six-week community accelerator on Circle, first on community management and later handling program operations behind the scenes.

Community (Freelance) | AI@Work *Aug 2026 - Present*

Advising a Pittsburgh-based grassroots AI community on community, marketing, growth, and social media strategy. Redesigning their Slack community structure and communication flow. Building data infrastructure to track community growth, engagement, and retention for data-informed programming decisions ahead of a planned 2027 expansion.

Founder & CEO | Transcendworx *Oct 2022 - Aug 2025*

Founded and led a startup applying technology to close gaps in addiction research, owning strategy, product direction, and stakeholder relationships from concept through operation; hired and managed a small team. Stage 1 Winner, NIDA SUD Startup Challenge.

Guest Faculty, Entrepreneurship | Shady Side Academy *May 2025 - Jun 2025*

Co-designed and delivered an immersive youth entrepreneurship course grounded in a strengths-based, self-discovery framework, building an iterative, student-shaped curriculum in real time.

Chief Innovation Officer (Fractional) | Straight Up Care *Sep 2023 - Dec 2024*

Facilitated the organization's peer specialist community; drove strategic growth and innovation initiatives. Created, hosted, and produced a weekly video interview podcast: 52 episodes, owning guest sourcing, recording, editing, and promotion end to end.

Clinical Applications Director | Behaivior *Nov 2022 - Aug 2023*

Worked across product, marketing, sales, and fundraising at an early-stage digital health company: represented the product at ~5 conferences, led outbound outreach to practitioners and buyers, presented to investors, and met with grant administrators. Supported the company's participation in NSF I-Corps.

Deputy Director, Systems Transformation Support | University of Pittsburgh *Feb 2020 - Nov 2022*

Sr Clinical Quality Improvement Specialist → Assistant Director, Systems Transformation Support → Deputy Director, Systems Transformation Support

Provided strategic guidance on systems transformation as part of senior leadership, supporting cross-disciplinary implementation of a statewide operating framework.

EDUCATION & CERTIFICATES

Certificate of Completion, No Code AI and Machine Learning: Building Data Science Solutions - MIT, 2025
Certificate of Completion, MIT SUD Ventures - MIT Bootcamps, 2025
Certificate of Completion, Babson SUD Sprint - Babson College, 2023
Master of Science, Counseling Psychology - Chatham University, 2012
Bachelor of Science, Psychology – Saint Joseph's University, 2010

CORE SKILLS

Community Building & Growth: Discord Community Management, Developer Community Growth, Program Design & Scaling, Moderator & Contributor Programs
Product & Feedback: Community-to-Product Feedback, Community Sentiment Analysis
Events & Presence: Online & In-Person Events, Public Speaking & Representation, Social Media Strategy (Discord/ Linkedin/Reddit/X)
Technical: LLM & API Integration, Agentic Workflows & MCP, Automation & Tooling
Collaboration: Cross-Team Partnership (Product, Marketing, Engineering), Team-to-Community Collaboration (Champions Program), External Partner Collaboration (IWD, incl. Anthropic & Stripe)

PLATFORMS & TOOLS

Community Platforms: Discord, Slack, Reddit, Circle, Luma
AI & Development: OpenRouter, Claude/Claude Cowork/Claude Code, Cursor, GitHub, ChatGPT
Productivity & Automation: Notion, Zapier, GitHub Actions
Content & Events Production: StreamYard, Riverside FM, YouTube Studio, Canva

TECHNICAL BUILDING

- Co-built a Discord community health bot (With a Champion) performing sentiment analysis, trend detection, activity tracking, and retention analysis; running since April 2026 and feeding monthly community health reports.
- Built a Discord-Slack connector bot that forwards Discord posts to engineers, marketing, and other internal stakeholders, with a link back to the original and the option to subscribe to replies.
- Built Python CLI tools on the OpenRouter API (multi-model comparison, resume-tailoring with automated critique), calling multiple models in parallel and handling routing, cost tracking, and structured output parsing.
- Wrote and edited code for the Lovable Shipped website (Jul-Aug 2025); all changes went through GitHub pull requests, using Claude Code and Cursor for writing and review.
- Built whitneymenarcheck.com and shebuilds.lovable.app in Lovable, plus a personal EA/Chief-of-Staff agent and recurring Claude Cowork automations for workflow.