

Kevin J Hernandez

KevinIHernandez.com • linkedin.com/in/kevinjustin/ • San Francisco, CA

Developer marketing leader with a strong record of designing and scaling community-driven programs, creating content strategy and campaigns that reached over 100k Twitter and 420k LinkedIn followers. Expert at launching ambassador programs and mentorship initiatives, raising NPS from 0 to 100, and driving high engagement.

WORK EXPERIENCE

Google via Cognizant - San Francisco, CA

January 2022 - March 2024

Program Manager (2023-2024)

- Launched the inaugural [Google.org Generative AI Accelerator](#) for 21 nonprofit organizations; achieved a 4.9/5 CSAT
- Owned end-to-end program logistics for 100+ attendees, including venue, catering, hotel, and off-site coordination
- Collaborated cross-functionally with Google.org and Google for Startups teams to deliver high-impact programming

Community Manager & Developer Relations (2022-2024)

- Led DEI-aligned storytelling strategy across Google Developers Blog, GDE Medium, Twitter (100K), and LinkedIn (420K)
- Owned the storytelling process for the [Google Developer Experts](#) program and aligned social campaigns with DE&I initiatives such as Women's History Month, Hispanic Heritage Month, and Asian Pacific American Heritage Month
- Authored blogs on the [Google for Developers](#) publication showcasing community members for holidays such as [Cybersecurity Awareness Month](#), [Accessibility Awareness Day](#), and [Women's History Month](#)
- Worked as the editor for the [Google Developer Experts Medium](#) publication, maintaining content quality and alignment with platform goals
- Created scalable systems and processes to manage mentor onboarding, stakeholder alignment, and partner communications
- Acted as SME for Google's mentor management platform, driving consistency and tool adoption
- Collaborated with product teams (e.g., Android, Google Cloud, Gemini) to spotlight developer use cases
- Featured a developer success story that was highlighted at a Google I/O '22 keynote as a result of proactive community monitoring and strategic content surfacing
- Built a centralized Google Sheets dashboard to track and manage community storytelling opportunities across programs

Springboard - San Francisco, CA

June 2019 - August 2021

Operations Manager (2020-2021)

- Sustained a high level of satisfaction (NPS of over 70) with the mentor community. For our Machine Learning course in particular, I raised the NPS score from 0 in November 2020 to 100 in December 2020 and maintained a score of 100 for all of 2021.
- Hit mentor hiring goals every month and owned the posting of jobs, designed the interview process, and hired high-quality candidates
- Owned and was responsible for mentorship quality for 9 courses that included: Data Science, Machine Learning, Data Engineering, and Data Analytics
- Trained, onboarded, and managed Springboard mentors through orientations, FAQ troubleshooting, and tool enablement (e.g., Slack, Springboard dashboard)
- Maintained a high level of mentorship in my courses, with mentors scoring an average of 4.82 / 5 on their call ratings
- Identified and coached low-performing mentors and came up with custom plans to help them raise their average call rating
- Planned and executed 5 university partnership course launches (UCSD, UNH, and USF), one B2B partnership with Thermo Fisher, and one premium offering of an existing course
- Involved in quarterly planning by brainstorming and identifying projects to execute for the upcoming quarter
- Assisted in the hiring and training of junior and senior team members
- Launched a custom program for job-seeking Springboard graduates that gave them access to mentors with hiring experience

- Led a DE&I project for sourcing and hiring diverse talent. This project concluded with a hiring playbook that we designed as a resource for all hiring managers across the organization.

Operations Associate (2019-2020)

- Supported the mentor community via HelpScout (email) and Slack with an SLA of 13 hours
- Achieved a 100% customer satisfaction rate and resolved 64% of cases with the first reply
- Worked on the success of the Rise Conference, which saw over 1,000 attendees and contributed to the planning and execution. An added responsibility to the Rise Conference was organizing trips, hotels, and programming for 10 VIP mentors.
- Prepared and processed payments for 500+ mentors and ensured payments by the 15th of every month
- Researched, planned, and executed a recognition program for our highest-performing mentors
- Sourced and closed partners (startups and accelerators) for the Industry Design Projects (IDP) initiative. This initiative connects Springboard UX Design students with startups for pro-bono work on 4-week-long projects.

Draper University - San Mateo, CA

April 2016 - March 2019

Program Manager

- Managed several custom programs for the governments of Taiwan, Korea, and Turkey with our program coordinators
- Designed an entrepreneurship curriculum and secured high-profile speakers to teach and inspire the students
- Taught hundreds of students how to start a business and how to pitch their businesses to investors
- Mentored students on their business plans, business models, landing pages, business strategies, etc.
- Co-developed a pitch workshop that we teach at Draper University as well as networking events around the world
- Organized open house events and conferences such as the first annual Space Tech Summit

RecCheck, Inc. - Redwood City, CA

January 2013 - June 2019

CEO & Co-Founder

- Led the cross-disciplinary team in the completion of our iOS app
- Designed wireframes for the first version of the app and tested the beta with the team as well as a group of beta testers located in the Bay Area
- Launched the mobile app in August 2016 for organizing and discovering local pickup games
- Created our website using Squarespace
- Hired key roles for marketing, development, design, and brand ambassadors
- Interviewed over 15 designers before landing on a designer who fit our culture
- Developed a business plan and raised \$25,000 from an angel investor
- Graduated from the OneTraction Accelerator in San Francisco

SKILLS

Program & Operations: Program Management, Operations Management, Cross-functional Leadership, Stakeholder Alignment, Stakeholder Management

Developer & Community: Developer Relations, Storytelling, Community Engagement, Content Management, Event Coordination, Event Management, Event Planning, Marketing Communication, Marketing Management, Marketing Operations, Blog Writing

Tools & Platforms: Google Suite, Slack, HubSpot, Asana, HelpScout, Medium, Microsoft Office

EDUCATION

BIS: Small Business & Design Studies

Arizona State University – Tempe, AZ

Graduated Magna Cum Laude