

WHITNEY I. MENARCHECK

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SUMMARY

Community leader who builds and runs real-time, large-scale communities from zero to hypergrowth, most recently taking Lovable's Discord server from 70,000 to 170,000+ members in less than one year, as one of the company's first 75 employees, with no team or playbook to inherit. Owns the room end-to-end: fast, warm responses; cross-functional coordination with support, product, and engineering; grassroots events; and a volunteer champion program scaled from 8 to 20 members. AI-native operator with a decade of program management, implementation, and systems-design experience, bringing the social instincts to make people feel seen and the operational rigor to ship workflows, events, and closed-loop feedback systems that move the business.

EXPERIENCE

Community Manager | Lovable

Oct 2025 - Present

- Joined as one of Lovable's first 75 core employees during its hyper-growth phase; built community and program infrastructure from the ground up. Full ownership of what **Discord** and **SheBuilds** became.
- Grew Lovable's Discord from 70,000 to 170,000+ members in under a year; re-designed community Champions program and scaled from 8 to 20 Champions, giving grassroots advocates and evangelists real ownership and a reason to do more. Together, the team has logged over 8,000 consecutive hours of community voice chat.
- Serve as the direct feedback channel between the builder community and cross-functional product, marketing, and engineering teams; surface user needs and blockers in real time and route them to the right owner through loop closure.
- Host two live community events each week, plus recurring monthly build → run → grow webinars, maintaining a consistent, hands-on presence alongside Champions and community members.
- Co-founded and facilitated SheBuilds across three seasons, drawing over 7,500+ applications across 120+ countries with zero marketing budget. Oversee end-to-end process: user generated content, application and reviews, webinar and trainings, 48-hour hackathon, submission review, winner selection, and announcements.
- Led Lovable's global International Women's Day community activation: coordinated 120 community-hosted in-person events across 40+ countries within the same 24 hours, produced the flagship livestream from Stockholm, and emceed a fireside chat with leaders from Lovable, Anthropic, and the co-founder of Future Forum at Slack.
- Moderate Lovable's **Reddit** presence in collaboration with volunteer moderators.

Product Experience Specialist (Contract) → Community Marketer (Contract) | Lovable

Jun 2025 - Oct 2025

- Joined Lovable pre-Series A to provide frontline platform support, resolving user issues and declaring platform incidents in close coordination with engineering.
- Supported Lovable Shipped, a six-week community accelerator helping creators turn ideas into functional products using AI and no-code tools; built the participant showcase spotlighting projects from the 3,000+ cohort.
- Progress from Product Experience Specialist to Community Marketer to Community Manager within four months, reflecting rapid scope expansion based on performance.

VOLUNTEER EXPERIENCE

Volunteer, Community Engagement | AI@Work

Aug 2026 - Present

- Onboarding onto the leadership team of AI@Work, a Pittsburgh-based grassroots AI community running a member Slack and a recurring local event series.
- Actively engaging new members in the community Slack and supporting event programming ahead of a planned 2027 expansion.

ADDITIONAL EXPERIENCE

Founder & CEO | Transcendworx

Oct 2022 - Aug 2025

- Founded and led a startup applying technology to close gaps in addiction recovery research and innovation, owning strategy, product direction, and stakeholder relationships from concept through operation.
- Operated at the intersection of behavioral health expertise and early-stage product development, translating clinical insight into a scalable business model.

Guest Faculty, Entrepreneurship | Shady Side Academy

May 2025 - Jun 2025

- Co-designed and delivered an immersive youth entrepreneurship course grounded in strengths-based, self-discovery framework.
- Built an iterative, student-shaped curriculum in real time - a collaborative, feedback-driven approach to program design.

Chief Innovation Officer (Fractional), Straight Up Care, Sep 2023 - Dec 2024: Drove strategic growth and innovation initiatives for a behavioral health service organization; facilitated the organization's peer specialist community.

Clinical Applications Director, Behavior, Nov 2022 - Aug 2023: Led design and integration of clinical solutions for digital mental health tools, aligning product functionality with clinical best practice, user needs, and compliance.

Editor, The ASAM Criteria (4th Edition), American Society of Addiction Medicine, Apr 2021 - Nov 2023: Contributed as a key editor to a nationally recognized clinical practice guideline for addiction treatment.

Deputy Director, Systems Transformation Support, University of Pittsburgh School of Pharmacy, Aug 2022 - Nov 2022: Provided strategic guidance on systems transformation and organized growth as part of senior leadership; supported cross-disciplinary implementation of a statewide transformation framework.

EDUCATION & CERTIFICATES

Master of Science, Counseling Psychology - Chatham University, 2012

Bachelor of Science – Saint Joseph's University, 2010

CORE SKILLS

Community Strategy, Engagement & Management | Slack & Discord Platform Management | Reddit Moderation | Cross-Functional Stakeholder Management | Program Design & Facilitation | Grassroots Events & Communities | Champion/Ambassador Programs | Product Experience & User Feedback

PLATFORMS & TOOLS

Slack | Discord | Reddit | Notion | Claude | ChatGPT | Lovable | StreamYard | Riverside FM | YouTube Studio