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Top Skills

Stata

Community Outreach

Research

Melissa Tran

Product @ Wonderschool | Co-Founder @ EarlyDay (acq'd)
San Francisco Bay Area

Experience

Wonderschool

Product

February 2024 - Present (1 year 7 months)

San Francisco, California, United States

EarlyDay

Co-Founder & Co-CEO (Acq'd by Wonderschool)

November 2021 - February 2024 (2 years 4 months)

San Francisco Bay Area

EarlyDay was acquired by Wonderschool in February 2024.

EarlyDay is the only dedicated career marketplace for early childhood educators. We bring employers and jobseekers together—making the hiring and job search process faster and easier.

Bring Ruckus

4 years

Advisor

March 2021 - February 2024 (3 years)

San Francisco Bay Area

VP of Operations

March 2020 - February 2021 (1 year)

San Francisco Bay Area

Bring Ruckus is a lead executive search agency and consultancy focused on recruiting diverse, top talent for growth-related leadership roles for today's fastest-growing startups and companies. Focus on Heads of Growth, Performance Marketing, Product, Analytics, and Design.

DishDash.co

Advisor & Interim VP of Operations

2019 - 2019 (less than a year)

Singapore

Advisor and interim VP of Operations for a B2B meal marketplace and food tech platform that enables APAC enterprises to easily manage all of their employee meal benefits.

GuavaPass

3 years 8 months

VP of Operations

November 2016 - November 2018 (2 years 1 month)

Singapore

GuavaPass was acquired by ClassPass in January 2019.

- Managed 12 local teams across 10 cities across Asia & Middle East (12 General Managers + 20 local team members)
- Built and managed HQ operational teams: Customer Service, Studio Happiness, Payments, Business Analytics
- Led international expansion: developed market launch playbook; managed aggressive timeline & budget; implemented local hiring, training, resourcing, and GTM/localization strategy; managed cross-functional teams leading up to and through launch
- Owned global operational and growth KPIs
- Developed subscription model, product mix, pricing, and promotional strategy for all markets and acquisition channels
- Interim Product Manager, partnering with Engineering team to design requirements for frontend user acquisition flow and backend billing architecture
- Interim Head of Growth & Performance Marketing, managing promotional calendar, designing campaigns, landing pages, A/B tests and overseeing digital marketing agency and spend across all markets

General Manager, Dubai

April 2015 - October 2016 (1 year 7 months)

- Launched the Dubai market, establishing partnerships with 100+ fitness studios
- Implemented holistic marketing and growth strategy: offline/online, events, partnerships, influencer, PR, etc.
- Established corporate partnerships with key wellness partners (PUMA, Nike, Deliveroo, Careem, The Burj Club, etc.)
- Owned the P&L and oversaw day-to-day operations for Dubai

Founding Team Member

April 2015 - April 2015 (1 month)

- Codified go-to-market launch strategy for new market expansion; Orchestrated market launches through cross-functional facilitation with key teams
- Set up initial customer service infrastructure, platform, and processes
- Designed studio payment process to facilitate payments across 1000+ studio partners in multiple currencies
- Managed products, pricing, promotions for all markets

GuavaPass was acquired by ClassPass in January 2019. GuavaPass gives members access to a community of fitness studios and healthy-living experts, offering unlimited classes at premium fitness studios, exclusive events with wellness experts, community classes and a range of perks from healthy living partners in your city.

The Boston Consulting Group

Senior Associate

February 2013 - September 2015 (2 years 8 months)

Southeast Asia

Project experience spanned Consumer Goods, Financial Services, Telecommunications, Industrial Goods, and Public Sector in Southeast Asia and the Middle East (Thailand, Malaysia, Indonesia, Vietnam, Philippines, Myanmar, and Saudi Arabia).

The Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy.

L.E.K. Consulting

Summer Associate

2012 - 2012 (less than a year)

Bangkok, Thailand

Project work included international expansion strategies for clients in Asia-Pacific. Offered full time Consultant role in Bangkok office after 3-month internship.

L.E.K. Consulting is a global management consulting firm that uses deep industry expertise and analytical rigor to help clients solve their most critical business problems. Founded more than 35 years ago, L.E.K. employs more than 1,400 professionals in 18 offices across the Americas, Asia-Pacific and Europe.

Endeavor

Princeton in Latin America Fellow

2011 - 2012 (1 year)

Bogota, Colombia

Selected for Princeton in Latin America (PiLA) Fellowship with a placement at Endeavor Colombia in Bogota.

Worked on the Search and Selection Team to screen Colombia's most dynamic and innovative start-ups and match entrepreneurs with Endeavor's network of resources.

Endeavor works to catalyze long-term economic growth by selecting, mentoring, and accelerating the best high-impact entrepreneurs worldwide. Princeton in Latin America (PiLA) partners with NGOs and multilateral organizations and places highly qualified recent college graduates in year-long service fellowships in Latin American and Caribbean.

Lutheran Social Services of New York

Immigration Legal Program Paralegal

2010 - 2011 (1 year)

New York City, NY

Selected for Fellowship through the Harvard University Center for Public Interest Careers.

The Immigration Legal Program (ILP) represents applicants seeking political asylum, family-based immigration status, citizenship, Special Immigrant Juvenile Status, Temporary Protected Status, relief under the Violence Against Women Act, and U visas for survivors of crime. It also defends immigrants in deportation proceedings.

Education

Harvard University

Bachelor of Arts, Sociology