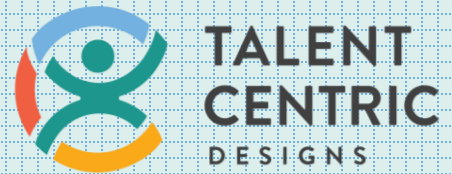


# CASE STUDY



## Client Info

Industry: BIOTECH

Employee Size: 350

HR Team Size: ~25

## PROJECT: Establish Our Talent Brand

### Primary Area of Practice: Type of Engagement:

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Attract & Acquire    | <input type="checkbox"/> Gap analysis                 |
| <input type="checkbox"/> Learn & Grow                    | <input checked="" type="checkbox"/> Resource creation |
| <input checked="" type="checkbox"/> Culture & Engagement | <input checked="" type="checkbox"/> Advisory          |
| <input type="checkbox"/> HR Strategy & Structure         | <input type="checkbox"/> Facilitation                 |

### The situation and need:

The company was recently invested in by a PE company with expectations to grow quickly, but applicant flow to open roles was not strong enough to fill them. The engagement with Angela was to create a brand identity for candidates in order to ramp up applicant flow and ensure that the Talent Acquisition team could meet the demand for high quality talent.

### Approach and techniques deployed:

- Working sessions with team to define culture, understand talent profiles, and identify sourcing strategy
- Research into competitor talent brands and hiring approaches
- Offline time to develop resources and advise on solutions

### Key output and impact:

Angela wrote an end-to-end [employee value proposition](#) (EVP) to reflect the current culture, values, and aspirations and then built a copy library to thread this into a [talent brand](#), [video scripts](#), [social media posts](#), [review responses](#), and [job posting templates](#). She worked with their internal web designer on a new [Careers website with an SEO strategy](#), created their [LinkedIn Careers page](#), and brought in a graphic designer to create a suite of imagery to match the language she established. She also established a testimonial library, advised on an event recruiting and campus recruiting strategy, and facilitated the company's application to [best place to work](#) contests.

Results include an over 130% [increase in applicant flow](#) and a substantial increase in social media followers. Additionally, the Careers sites are now ranked as the number one landing pages on the corporate website.

Angela has since been retained to continue keeping the talent brand active while also working on employee/internal communications and other related projects.

**"Angela has been wonderful to work with. The ideas and strategies she brings to the table are creative, offer insight and are extremely effective. I feel like I have learned a ton from Angela and have very much enjoyed partnering with her."**  
- EP, Engagement and Talent Brand Manager