RASHIDA HOUSTON

SENIOR TECHNICAL, PRODUCT, DESIGN & GTM SOURCER | TALENT OPS STRATEGIST

404-566-0685 | Rashida.Houston@gmail.com | Atlanta, GA | [Linkedin](#) | [wwwTechnicalSourcercom](#)

PROFILE

Full-cycle recruiter turned sourcer with 8+ years of experience delivering high-caliber talent across Engineering, Product, and Design. Proven success in reducing time-to-hire, increasing diverse representation, and scaling recruiting operations using AI, automation, and data-backed strategies Skilled in agency and in-house environments, with a track record at **Twitter (X), Amazon, Mozilla, and Microsoft.** Passionate about reducing noise in creative hiring through structured assessments and storytelling-based screening.

CORE COMPETENCIES

Talent Mapping & Competitive Research
High-Volume Technical Sourcing
Full-Cycle Recruitment (IC to Director+)
Boolean/X-Ray Sourcing | Outreach Automation
Recruiting Dashboards | Tableau & Web Scraping

Sourcing Channels: GitHub, Kaggle, Twitter, Slack communities, etc.
Recruiting Operations & Process Improvement
Funnel Optimization & Time-to-Hire Reduction
CRM: Beamery, GEM
ATS: Greenhouse, Workday, Lever, SmartRecruiters

EXPERIENCE

Freelance Technical Sourcer
Senior Technical Sourcer | May 2024 – Present

- ➢ Support early-stage startups with on-demand sourcing for engineers, PMs, and GTM roles
- ➢ Deliver targeted pipelines using AI, scraping tools, and engagement automation
- ➢ Partner directly with startup founders and early execs to build sourcing strategy from zero
- ➢ Support roles in Product, Design, and Business Operations as a fractional recruiting partner
- ➢ Provided talent market insights early in the search process to drive alignment on sourcing direction
- ➢ Rapidly onboarded into new roles and functions, becoming fluent in role-specific terminology and priorities within 48–72 hours
- ➢ Built outbound pipelines for Senior Product Designers and UX Researchers; evaluated portfolios for storytelling, user empathy, and interaction logic
- ➢ Identified high-caliber design talent through Dribbble, Behance, and design communities; refined search parameters to focus on problem-solving, not visual polish

Senior Global Technical & Sales Sourcer
Eventbrite | San Francisco Bay Area | Jan 2022 – Apr 2024

- ➢ Managed 28–32 open reqs monthly across engineering and GTM functions; filled an average of 6 roles per month with a 32-day average Time to Hire
- ➢ Conducted market research and delivered candidate landscape overviews within 48 hours of intake meetings, including sample profiles, to align sourcing strategy with global hiring needs
- ➢ Consistently sourced 100+ profiles per week with an average reply rate of 25–30% through A/B tested outreach messages using Seekout and Hiretual
- ➢ Increased engineering pipeline by 22% and improved offer acceptance by 15% through
- ➢ Reduced Time to Hire by 20% by identifying bottlenecks and optimizing workflows within Workday
- ➢ Built Tableau dashboards with Talent Ops to track sourcing KPIs and performance metrics
- ➢ Leveraged automation and web scraping to scale outreach, increasing engagement by 25%
- ➢ Implemented content marketing campaigns that drove a 13% boost in career site traffic
- ➢ Delivered hires across roles including Data Scientists, Full Stack Engineers, and ML Engineers

- ➢ Mentored the sourcing team on strategic messaging best practices to improve top-of-funnel conversion
- ➢ Drove sourcing and talent mapping efforts resulting in 8 Director-level and above hires across Product, Design, and GTM functions in the US and EMEA
- ➢ Partnered with Design leadership to define screening criteria for Product Design roles; conducted case study reviews and introduced structured evaluation scorecards
- ➢ Sourced Product Designers and Design Managers from platforms like Dribbble, Behance, LinkedIn, Personal websites (via Google X-Ray) and used AI to analyze storytelling quality and business impact in portfolios
- ➢ Created async screening templates to better assess collaboration, visual design depth, and UX decision-making

Senior Global Technical Sourcer
Twitter | San Francisco Bay Area | Mar 2021 – Jan 2022

- ➢ Recruited by the Senior Director of HR to help build Twitter's first sourcing team supporting the launch of the Privacy Engineering organization
- ➢ Led full-cycle recruitment for Backend, Mobile, Frontend, Data Scientists, ML Engineers, and Product
- ➢ Automated funnel reports to provide leadership with real-time hiring insights and conversion metrics
- ➢ Partnered closely with stakeholders to optimize recruiting funnels and improve outreach effectiveness
- ➢ Collaborated closely with hiring managers, talent ops, and recruiters to iterate on sourcing funnels based on conversion data and market insights.
- ➢ Conducted portfolio reviews with a focus on storytelling-based screening to assess design impact, UX maturity, and alignment with user-centered hiring goals; evaluated proficiency in Figma, design systems, and end-to-end product thinking
- ➢ **Tech stack:** Scala, Java, Python, Ruby, C++, JavaScript, React, TypeScript, MySQL, Finagle, Kafka, Kubernetes, Mesos

Technical Sourcer (Contract)
Mozilla | San Francisco, CA | January 2019 – March 2021

- ➢ Primary diversity sourcer supporting Marketing, Finance, Product, and Engineering teams
- ➢ Designed and launched Mozilla's first Coffee Chat program to engage top passive engineering talent
- ➢ Spearheaded marketing campaigns and community partnerships to strengthen diverse pipelines
- ➢ Built a subscription-based talent community in collaboration with IT, accelerating pipeline growth
- ➢ Automated sourcing dashboards providing real-time funnel metrics and improving visibility
- ➢ Partnered with recruiters to enhance outreach and candidate engagement strategies
- ➢ Championed adoption of sourcing tools to streamline workflows and improve sourcing efficiency
- ➢ Reduced time-to-hire and improved candidate experience by automating interview scheduling
- ➢ Increased leadership hires by 15% in 2020 through strategic collaboration with Engineering Executives
- ➢ Recognized for initiatives that helped double diverse representation in key leadership roles
- ➢ **Tech stack:** Python, Rust, Nodejs, PostgreSQL, Elasticsearch, JavaScript, React, AWS, Docker, Kubernetes

Full Life Cycle Recruiter (Contract)
Wayfair | Greater Boston Area | Dec 2017 – Jan 2019

- ➢ Managed full recruitment lifecycle for high-impact roles including Data Scientists, DevOps Engineers, and Solution Architects across Product, Data, and Engineering teams
- ➢ Led intake meetings, created job postings, sourced passive candidates, conducted initial screens, coordinated interviews, and facilitated offer negotiations
- ➢ Built strong pipelines through talent mapping and multi-channel outreach campaigns using GEM
- ➢ Championed diversity hiring initiatives and coached hiring teams on inclusive recruiting best practices
- ➢ Streamlined recruiting workflows and enhanced efficiency through process automation
- ➢ **Tech stack:** PHP, Java, Python, C#, React, Redux, TypeScript, Spring Boot, Kafka, Spark, MySQL, Docker, Kubernetes, Google Cloud Platform

Technical Sourcer (Contract)
Amazon | Greater Seattle Area | Jan 2017 – Dec 2017

- ➢ Partnered with hiring teams to build effective sourcing, assessment, and closing approaches
- ➢ Built and maintained network of potential candidates through pro-active market research
- ➢ Recommended ideas and strategies and contributed to the long-range growth of the company
- ➢ Implemented new processes and fine tuned standard processes for recruiting
- ➢ Participated in special projects/recruiting initiatives, including assessment of best practices
- ➢ **Tech stack:** Java, Python, Go, C++, React, TypeScript, DynamoDB, AWS Lambda, S3, Kafka, EC2, CloudWatch

Technical & Sales Sourcer
Microsoft | Atlanta Metropolitan Area | Nov 2013 – Dec 2016

- ➢ Sourced and hired top talent across US Sales, Engineering, and Public Sector divisions, including Technical Sales Professionals and Cloud Solution Architects
- ➢ Built strong pipelines through talent mapping, Boolean searches, and referral campaigns
- ➢ **Tech stack supported:** C#, NET, Azure, SQL Server, Cosmos DB, REST APIs