

CHARLA SCOTT

EXPERIENCE

DIRECTOR, TALENT ACQUISITION

Software Company | 2019 – December 2023

- Created the Talent Acquisition LinkedIn and Glassdoor strategy focusing on creating a compelling employee brand to improve external brand awareness. Revolutionized our Talent Acquisition strategy, crafting a captivating social media approach that not only enhanced our but also increased Employee Value Proposition (EVP).
- Guided and empowered a dynamic team of hiring partners, aligning them with strategic goals and driving a 40% surge in referrals through an enhanced program.
- Leveraged LinkedIn analytics to enhance job descriptions and postings, fostering inclusivity and transparency by removing language and unnecessary requirements (ie: education vs. experience) that may have excluded underrepresented groups.
- Partnered with executives to set and exceed department hiring goals, offering insightful recommendations based on quarterly stats and workforce needs.
- Managing a multi-million dollar hiring budget, eliminating over-hiring pitfalls.
- Addressed bias head-on by creating transparency and clear career paths through leveling documents, aligning skills and competencies for current roles and future growth.

PEOPLE OPERATIONS BUSINESS PARTNER

Software Company | 2016-2019

- Introduced new hires to the company's guiding principles during onboarding, making attributes, competencies, and behaviors tangible.
- Aligned the desired customer outcome to the behaviors the department wants employees to demonstrate through the co-creation of an employee recognition program (Customer Success) to recognize and reward employees who provide an outstanding customer experience.
- Saved leaders multiple hours and encouraged frequent, ongoing communication and documentation on performance, to drive productivity and alignment of individual goals to business goals through the creation of the new quarterly performance review process.
- Led a transformative 2021 company wide growth and development initiative, conducting needs analysis to propel change management.

PEOPLE OPERATIONS BUSINESS PARTNER

Software Company / 2015-2016

- Ensured consistency and timeliness in delivering reviews for 2500+ employees through tailored

review process training.

- Redesigned support roles to reduce RIFs amid organizational changes and conducted pulse checks for ongoing employee engagement.
- Utilized local census data to drive diversity initiatives, closing gaps in hiring and visibility within targeted communities.

PEOPLE OPERATIONS TALENT MANAGEMENT

Software Company | 2014-2015

- Narrated company culture to the world through a strategic partnership, contributing to the redesign of their careers page.
- Championed Diversity, Equity, Belonging, and Inclusion (DEB&I) efforts through grassroots initiatives and executive partnerships. Enhanced transparency between the executive team and ERG presidents across six ERGs, facilitating quarterly recaps.
- Shepherded the scoping and implementation of Cornerstone, a human capital management system, managing its entire lifecycle.
- Steered a \$1M budget for a groundbreaking employee recognition program, creating connections with employees' families through "Take Your Kid to Work Day."
- Managed execution of annual engagement survey that gauges employee climate, inclusivity and identifies areas for improvement.

Software Company | 2006 – 2007 | **RECRUITER** | 2007-2014 | **HR GENERALIST / EMPLOYEE RELATIONS**

EDUCATION

Bachelor's Degree | Management & Organizations | St. Ambrose University

CERTIFICATIONS

Professional in Human Resources Certification (HRCI) | Certified Professional (SHRM) | Real Colors Certified