

# NADG ACCOMPLISHMENTS

## EMPLOYER BRAND

### Reviews

A big initiative that I took on when I stepped into this role was redesigning and maintaining our employer brand online. Something that I immediately noticed was our employer review scores on Glassdoor and Indeed. Here are a few key data points from my time with NADG:

- 140%** increase in reviews in 4 months
- .1+** increase of each score every month
- 1,000+** review invitations sent

### Employer Brand Awareness

As well as a redesign of our Indeed and Glassdoor profiles, here are a few key data points from these platforms that summarize my brand awareness initiatives with NADG:

- 149,061** brand impressions on Indeed
- 21,622** profile views on Indeed
- 19,349** profile views on Glassdoor

### NADG Tribe Instagram Account

I was responsible for maintaining our employer brand on social media through our recruiting Instagram account, NADG Tribe. For 14 weeks, I was the sole person creating content, scheduling posts, and engaging with other accounts to gain impressions. Here are statistics from this time period:

- 189** followers gained
- 13%** engagement rate
- 3,064** accounts reached
- 6,761** impressions

## TALENT REFERRAL BONUS PROGRAM

In my time with NADG, I redesigned the talent referral program with recommendations to automate this process online in the future. I left behind a smoothly running referral program with updated bonus amounts, forms, and processes. Here are a few key data points about the time period that I ran the Referral Bonus Program:

- \$49,250** paid out
- 63** new hires from talent referrals

## CANDIDATE COORDINATION

As you can tell by my title, I was also responsible for coordinating interviews for positions that were Director level or above. In many cases, I facilitated multiple interviews a day that were located in various cities. In the time that I was with NADG, I was responsible for around 40 high-level candidates a month. I was the candidate's point of contact for travel arrangements, questions, scheduling, etc. When it came to senior candidates, I was the face of our employer brand. I had a hand in hiring key positions, such as:

**VP of Revenue Cycle, VP of General Counsel, VP of Operations, VP of Patient Acquisition, Director of Credentialing, Director of Business Intelligence, Director of Joint Venture Partnerships, Director of Digital Marketing, and Director of Real Estate.**

## RECRUITER TOOL KIT

A very big accomplishment of mine with North American Dental Group was creating a **60-page 'Recruiter Tool Kit'**. This kit included interview guides, job description templates, onboarding materials, and many more assets that are used to recruit candidates. This task was challenging because it required tons of research involving the interviewing, hiring, and onboarding processes. NADG's Recruiter Tool Kit was created solely by me using Adobe InDesign and Microsoft word, and is available upon request.

## SKILLS & SOFTWARES UTILIZED

Employer Branding  
Layout Design  
Recruiting Foundations  
Schedule Coordination  
Travel Planning  
Project Planning  
Time Management  
iCIMS  
LinkedIn Recruiter