

Kathleen R. Martinez

Employer Brand Marketing & Communications Leader

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Highly accomplished leader with extensive experience in designing, launching, and managing large-scale global employer brand strategies and talent marketing programs within fast-paced, matrixed organizations. Proven ability to define and activate Employer Value Propositions (EVP), create captivating multi-channel content, manage employer brand social media, and cultivate employee brand ambassador communities. Adept at driving brand awareness, attracting top talent, and strengthening reputation as an employer of choice through compelling storytelling, cross-functional collaboration, digital marketing tools, and data-driven optimization. Seeking to leverage expertise in building engaging and inclusive work environments.

WORK EXPERIENCE

ELASTIC

Director, Employer Brand

May 2023 - Present

Senior Manager, Employer Brand

April 2022 - April 2023

Remote - Overland Park, KS

- Led the rebuilding and strategic execution of the global Employer Brand Program, aligning with company mission and values, which contributed to a 49% increase in hires sourced directly from employer brand efforts, demonstrating full funnel impact.
- Owned and championed the Employee Value Proposition (EVP) roadmap by executing the full rebrand and content strategy for the Elastic careers site, optimizing digital assets and improving candidate engagement, resulting in an 83% increase in applications.
- Developed and oversaw impactful content series showcasing robust company culture (including videos, social media posts, and blogs), consistently ranking among top performers across internal and external platforms.
- Developed and implemented communication campaigns to deploy across the CRM platform.
- Internal Communications Council member partnering across several lines of business to support company-wide messaging.
- New Hire Onboarding task force member worked to refresh and evolve the experience for new employees across the organization.
- Collaborate strategically with Marketing, Communications, HR, and Recruiting leaders to ensure consistent messaging and brand alignment across all employer brand touchpoints globally.
- Manage an annual program budget of \$600K, optimizing resource allocation for maximum impact on global employer brand campaigns and digital marketing initiatives.
- Championed and integrated diversity and inclusion initiatives (e.g., Women in Tech, AsWeAre) into broader employer brand campaigns, promoting an inclusive and diverse workplace.

LIVEPERSON

Recruiting Operations Manager

October 2021 - February 2022

Remote - Overland Park, KS

- Partnering with the TA team to develop and deliver new interview training for Recruiters and Hiring Managers, building capability and ensuring consistent best practices.
- Developed a new job requisition process from end to end to improve candidate experience and ensure efficiency, demonstrating process design and optimization skills.
- Utilized data to drive and evolve recruiting strategies and experiences, focusing on measurable outcomes.

- Managed relationships with recruiting vendors and systems, including selection, implementation, optimization, and ROI assessment, ensuring successful delivery of talent solutions.
- Created process documents and workflows throughout the Recruitment field to streamline and create efficiencies, enabling scalable solutions.
- Leading a team of recruiting coordinators to support interviewing and hiring best practices.
- Evaluating and revised candidate communications to enhance the candidate experience, crafting clear and targeted messaging.
- Enhancing cross-function partnerships with TA, Employer Brand Marketing, People Operations, IT, Finance, Procurement.
- Ensured a DE&I lens across all Recruitment platforms and projects, promoting an inclusive talent environment.

T-MOBILE US

Senior Employer Brand Manager

Remote – Overland Park, KS

February 2020 – October 2021

- Spearheaded the design and implementation of a multi-faceted talent experience platform (SFX), supporting over 200 internal partners and impacting 16K+ annual hires, enhancing the end-to-end candidate journey and optimizing digital touchpoints.
- Directed critical employer brand communications during the multibillion-dollar Sprint/T-Mobile merger, demonstrating exceptional agility and strategic leadership in a high-stakes, rapidly evolving environment, ensuring consistent brand messaging and change management.
- Led the comprehensive overhaul and company-wide launch of the Employee Referral Program for 80K+ employees on Day 1 of the merger, effectively developing a global employee brand ambassador community helping to drive employee enablement.
- Managed complex change management campaigns and strategic projects, ensuring seamless integration of new initiatives and consistent messaging across the organization, handling multiple major projects simultaneously.

Employer Brand Manager – Owned Media

Remote - Overland Park, KS

May 2018 – February 2020

- Developed and curated compelling content to cultivate "Best Place to Work" sentiment and awareness for the T-Mobile Careers Website, a key digital asset reaching over 3M visitors annually, strengthening our reputation as an employer of choice.
- Directed the enterprise-wide Employee Referral Program, consistently a top source of hire and impacting all 50K+ employees, fostering a culture of internal advocacy and engagement.
- Designed and implemented targeted communication campaigns in partnership with Diversity, Equity, and Inclusion (DEI) employee groups, directly contributing to the hiring of over 100 diverse individuals and promoting an inclusive work environment.
- Managed multiple concurrent employer brand projects from concept to completion, aligning with strategic business objectives and enhancing overall candidate engagement.
- Owned external communications through various social media platforms, driving content creation and engagement for employer brand initiatives.

Employer Brand Program Manager – Recruitment Marketing

Remote - Overland Park, KS

March 2016 – May 2018

- Developed and executed strategic annual multi-channel recruitment marketing campaigns for 13 diverse business functions, managing a multi-million dollar budget to position T-Mobile as an employer of choice and attract top talent.
- Orchestrated the company-wide launch of a new employee referral process, impacting over 50K employees and significantly enhancing internal brand advocacy.
- Led extensive change management campaigns to educate and engage all employees on new programs, including presenting to C-Suite and all levels of leadership, demonstrating strong communication and

collaboration skills.

Associate Program Manager

Remote - Overland Park, KS

May 2014 – March 2016

- Project Lead over the Recruiting Food Truck initiative, an innovative and disruptive recruitment marketing approach that generated over 3M impressions in the local Seattle market.
- Developed and owned the strategy for the Employee Referral Program, managing a \$75K annual budget for engagement projects and increasing employee participation from 7% to 14%, directly impacting talent acquisition and conversions.
- Led impactful initiatives targeting Diversity & Inclusion groups, directly contributing to over 1,000 diverse hires and fostering a more inclusive workplace through targeted campaigns.
- Managed over 6,000 referral bonus payouts, a \$3 million investment in talent, demonstrating large-scale program management for high-volume hiring.
- Collaborated extensively with cross-functional leaders, including C-Level executives, on various projects to align culture and engagement initiatives with overall brand goals.

Program Coordinator

Overland Park, KS

September 2012 – May 2014

- Contributed to the launch and ongoing management of the T-Mobile Alumni Program, enhancing rehire rates and maintaining connections with former employees, serving as an external brand touchpoint.
- Led the Alumni Outreach Campaign, which won the ERE Best Use of Technology Award, demonstrating innovative approaches to community engagement and employer branding.
- Managed monthly site content updates within the Alumni Connection Site, ensuring fresh and engaging candidate-facing communications and digital assets.

EDUCATION

BACHELOR'S DEGREE

History

MINOR

Communications Studies

University of Kansas

CERTIFIED RECRUITMENT MARKETER

Transform Academy

2018 - Present

CERTIFIED PROFESSIONAL IN HUMAN RESOURCES

HR Certification Institute

2012 - Present

SOCIETY OF HUMAN RESOURCES CERTIFIED PROFESSIONAL

2015 - Present

AWARDS

- TIARA The Employer Brand Award Winner - 2023
- TIARA The Best Careers Website Winner - 2023
- T-Mobile PEAK Achievement Nominee - 2020, 2017
- T-Mobile HR Spotlight Nominee - 2020
- North American Employee Engagement Awards
- Employer Brand Award Winner - 2019
- PR Daily Content Marketing Award Honorable Mention - 2019
- ERE Best Use of Technology Winner - 2013

SKILLS

- Global Talent Brand & Recruitment Marketing Strategies
- Employer Value Proposition (EVP) Development & Evolution
- Multi-Channel Storytelling & Content Creation (Copy, Video, Social)
- Global Brand Scaling & Local Relevance
- Social Media Management (LinkedIn Life, Instagram, Glassdoor)
- Careers Page & Digital Asset Optimization
- External Content Vendor Management
- Employee Brand Ambassador Programs
- Candidate-Facing Material Development (Pitch Decks, Templates, Swag)
- DEI Initiatives & Inclusive Storytelling
- Campaign Leadership & Execution (Hiring, DEI, ERG)
- Performance Tracking & Analytics
- Cross-functional Collaboration (People, Talent, Comms, Marketing)
- Project & Time Management (Highly Organized, Fast-Paced)
- Outstanding Writing & Editing Skills
- Proficient in Google Suite, MS Office, Workfront, Monday, JIRA