

AT A GLANCE

Employer Branding; Talent Marketing Campaigns; Content Creation, Talent Analytics; Market Research; Candidate Experience, Talent Acquisition, Training & Development, Brand Champion Program, University Relations Development

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Holmdel, NJ



EDUCATION

 **HILLSBOROUGH COMMUNITY COLLEGE**
Associates Degree - 2001

 **CERTIFICATES**
Talent Strategy; Talent Mapping; Digital Marketing & Analytics; Project Management; Candidate Experience

DINA MARIE BIVONA

TALENT MARKETING & EMPLOYER BRANDING AFICIONADO

ALLOW ME TO INTRODUCE MYSELF

I stumbled into the Talent Acquisition space as a Tech Recruiter over a decade ago. I have had amazing opportunities to evolve my skills in areas such as TA Operations, Global Strategy, Talent Analytics, and the increasingly important Candidate Experience. However, the pivotal moment in my career was LinkedIn's debut to the Recruiting community. Quickly, I became immersed in the world of social media and how to leverage its robust power to attract the right candidates for the right roles. It was then my passion for Talent Marketing & Branding was born. Today, my projects vary in size and scope tailored to the unique needs of each unique client industry including Pharma, Battery Materials, 3D printing, Nutrition & Health Sustainable Agriculture, and Quantum Computing. #winning

EXPERIENCE

TALENT MARKETING & EMPLOYER BRAND CONSULTANT

Regeneron – Talent Marketing Project Manager

Jan 2022-Present

- Developing a scalable Talent Attraction pilot program for Global Clinical Development to meet the need of over 1,000 hires by end of 2022.
- Project Manage agency partnerships & campaign spend of \$5M to build the employer brand narrative while aligning our internal and external storylines via a multi-channel approach
- Conducted full market analysis & candidate behavior survey in order to develop multi channel marketing strategy supported by data on audience insights
- Partner with internal stakeholders, including Talent Acquisition and Corp. Comms, align on best practice & develop playbooks to position Regeneron as an employer of choice
- Creative control of video production shoots for commercial ads, basic social posts, copy creation, website design
- Manage platforms for optimization & amplification of Employer Brand including LinkedIn, Glassdoor, Indeed, google etc.
- Establishing KPIs, candidate analytics & reporting via Phenom to communicate value and ROI for key stakeholders.

BASF – Talent Marketing & Employer Brand Lead NA

Feb 2020-Present

- Partner with BASF's 6 Business Units to effectively position as an Employer of Choice by building a full strategy around talent attraction
- Launched EVP in NA. Infuse key messaging throughout internal and external communications, including email coorespondence, onboarding, job descriptions, Diversity and Leadership communications, CRM-Talent Community Marketing

- Create an Editorial calendar for Employer Brand content. Responsible for developing standard social media assets, copy, banners and content for websites. Used video content to authentically share stories and experiences from employee's themselves about what it's like to belong @BASF. Managed agency partnerships for heavy creative content
- Admin to all job boards including LinkedIn/ Indeed/Glassdoor. Responsible for developing BASF's brand presence and leveraged SEO, other unpaid & paid branding opportunities to consistently increase share of voice. Boosted traffic by 6% QoQ. As well as candidate time spent on jobs page by 28% each visit.
- Partner with Talent Leadership Teams to determine Talent Attraction strategy. Strongly guided by talent analytics and market data, provide recommendations and gain buy in from LT. Execute various paid and non-paid media to effectively rollout strategy while increasing RoI
- Performed audit of BASF's Candidate Experience to identify and remedy any barriers to entry. Re-designed the Candidate application process within our ATS improving mobile quality and ease of apply. Rolled out source code tracking and Taleo reporting for attraction KPI's. Winner of The CandE Award 2000 & 2001
- Partnering with the data analytics team to develop a Dashboard for tracking KPI's, Trending behaviors, brand sentiment, and candidate behaviors to leverage for attraction.
- Building Brand Influencer Program among employees to develop their skills so they may champion BASF on external social platforms, community events, Diversity conferences etc. Developing training & content for program with a focus on how to attract quality talent in the "new norm".

TALENT ACQUISITION & MARKETING CONSULTANT

Leo Pharma April 2019 - August 2019

Amicus Therapeutics April 2018 - April 2019

Sun Pharma June 2017 - April 2018

- Partnered with communication teams to develop internal & external messaging on value proposition
- Re-Engineered recruiting workflow within ATS/HRIS to optimize processes and reduce time by approx. 5minutes
- Developed process maps, tool kits, playbooks, interviewing competency framework, Interview training for management which aligned with EVP Conducted training webinars for talent teams as well as hiring managers on how to share the brand
- Performed talent data review & best practice around how to attract the right talent
- Partnered with both internal & external agencies to develop digital, print, video content
- Developed brand presence on all major job boards to increase exposure and attract more candidates to jobs.
- Worked with TA teams to design LinkedIn campaigns for brand and job awareness
- Attracted & recruited Executive Level Talent for R&D Teams (Rare Disease, Dermatology, Gene Therapy, Neurology, Rheumatology, Oncology)

MEDICAL HIATUS

JAN 2017 – JUNE 2017

GEP WORLDWIDE - DIRECTOR, GLOBAL TALENT & MARKETING (FULLTIME)

Nov 2015 – Dec 2016

- Developed high volume recruiting strategy which led to hiring a multi-layer global recruiting department which executed over 700 new hires within 12
- Talent Acquisition lead for Global ATS/CRM implementation (ZoHo). Created process workflow, user guides, global adoption plan & training for system.
- Led robust internship & recruiting program, for college students. Engaged in speaker programs & events on campus to highlight GEP value proposition.
- Re-engineer programs such as onboarding, new hire training, candidate experience & assessments.
- Developed employer value and proposition brand strategy to establish GEP as an Employer of Choice.
- Worked with Global Marketing team to generate employee content to show case on social media. Launched campaigns with engaging concepts across multiple regions for talent attraction and brand awareness.
- Tracking and reporting on all Talent Analytics.