

# ELLE WOODS

## HUMAN RESOURCES DIRECTOR

— People & Culture Evangelist —

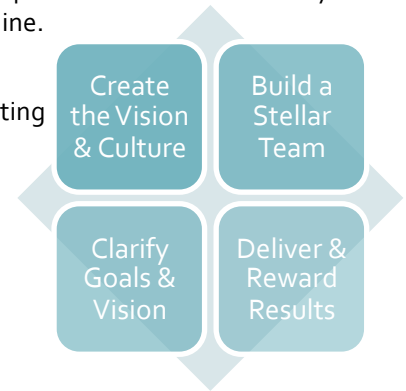
ellewoods@gmail.com • 202.444-4444 • linkedin.com/in/ellewoods • Washington, D.C.

**HUMAN RESOURCES LEADER AND DIFFERENCE MAKER** with the knowledge that people are at the heart of every business—and inspired, engaged, and invested employees directly influence the bottom line.

**EMPLOYEE AMBASSADOR** with keen business/financial acumen and expertise in recruitment, training and development, and shaping the employee experience while creating authentic cultures and brands. Hands-on, concierge approach to servant leadership.

**BUSINESS BUILDER & CAREER CULTIVATOR** recognized for bridging gaps and establishing open lines of communication between leaders and employees. Broad skills include employer branding, budgeting, mentoring, and human capital management.

Steered Company X to earn *Washington Post's* Top Workplace in 2015 and 2016.



## PROFESSIONAL EXPERIENCE

COMPANY X | Washington, D.C.

Managing Director, Brand & Culture • 12/2014 to Present

HR & Business Alignment | Culture Revitalization | Talent Acquisition & Retention | Process Improvement

Pioneer HR strategy and direct high-stakes initiatives to define and strengthen the culture, improve engagement, and place the right people in the right positions—yielding sky-high improvements in productivity and profitability. Integrate HR and marketing priorities to create an efficient, people-centric organization, and enhance performance at every stage of the employment life cycle. Provide transparent, accountable budget management and metrics tracking.

### CULTURE & BRAND DEFINITION

- Envisioned a new brand and culture, and executed strategic programs to build a single, cohesive message for leaders/employees. Recruited staff and reallocated resources to support the strategic direction.
- Introduced one-on-one coaching sessions to ensure new hires understand where they fit into the organization and its culture. Increased confidence and morale, boosting value for the team and entire company.
- Crafted compelling communications for internal and external audiences. Revamped the corporate website and designed business proposals that generated \$22M in two years.

### HUMAN RESOURCES STRATEGY & PROGRAMS

- Formalized strategy for professional development, training, employee engagement, internal communications, corporate social responsibility (CSR), and community relations (Company X in the Community).
- Established clear goals, responsibilities, and expectations for the workforce. Created organizational charts, policies, job descriptions, onboarding program, HR policy book, and employee surveys.
- Initiated game-changing discussions; brought in featured speaker on braving difficult workplace conversations.

### TEAM BUILDING, TRAINING & DEVELOPMENT

- Researched, conceptualized, launched, and directed Company X University to provide employees with comprehensive education and information about the company, their jobs, and opportunities for growth.
- Designed the Red Book (onboarding), Grovo (on-demand learning management), and customized training requirements for individual employees. Maintained unwavering focus on talent development.
- Provided team building opportunities through partnerships with Alice Ferguson Foundation, ACE Mentor Program, Habit for Humanity, and other community organizations. Created Company X's Women's Leadership Group.

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— Professional Experience (Cont'd) —

COMPANY Y | Washington, D.C.

**Director, Marketing & Communications** • 10/2013 to 12/2014

**Staff Development | Company Vision & Branding | Budgeting | Performance Improvement**

- Overhauled the vision, standards, and industry position to facilitate corporate growth. Developed strategy and set priorities to increase visibility for the firm and its real estate assets (achieved near-100% leasing).
- Developed the framework and executed full-scale corporate rebrand. Organized large-scale events, including the company's 40<sup>th</sup> anniversary celebration.

GRANDIOSE DESIGNERS | Washington, D.C.

**Director, Marketing & Communications** • 4/2013 to 10/2013

**Employee Engagement | Team Restructuring | Training & Development | Event & Program Management**

- Developed roadmaps, benchmarks, and programs for employee engagement and culture transformation. Rightsized the team through reorganization, re-training, and forthright communication.
- Partnered with the President to actualize growth plans through market research, forecasting, and strategic planning.

LML AND COMPANY | Washington, D.C.

**Chief Marketing Officer** • 9/2001 to 2/2013

**HR Policy & Manual Development | Onboarding & Training | Change Management | Employee Review & Feedback**

- Restructured onboarding and training programs, created LML and Company University, and wrote new HR manual/policies to educate, engage, and seamlessly ramp up new employees into daily responsibilities.
- Organized major events for up to 1,400 guests, and expanded the annual "state of the union" all-hands company meeting to include an Internal Improvement Summit (and task force) to compile feedback and drive tangible improvements in operations, best practices, and employee experience.

US TECHNOLOGY | Washington, D.C.

**Director of Marketing** • 10/2009 to 9/2011

**Corporate & Culture Repositioning | Employee Engagement & Empowerment | Corporate Social Responsibility**

- Turned around the corporate brand culture, and industry perception through top-to-bottom brand refinement project.
- Created new opportunities for employee engagement and client interactions by orchestrating events and celebrations: Keep Calm and Carry On, Heart for Haiti, Emerging Business Leaders.
- Designed new training and certification courses to educate employees and increase the firm's reputation.

## EDUCATION

**PHR (Professional in Human Resources) Candidate** • Exam 6/2017

Society for Human Resource Management (SHRM)

**HR for People Managers Certification** • Spring 2017

University of Minnesota, Carlson School of Management & Human Resources Management

**MFA (Master of Fine Arts)** • 2009 | Corcoran College of Art & Design

**BA (Bachelor of Arts)** • 2001 | Michigan State University

**Leadership Development:** Leadership Advancement Program • University of Maryland, Robert H. Smith School of Business // Executive Leadership Program • Columbia University, Columbia Business School

**Associations:** Society for Human Resources Management (SHRM) • HR Association of the National Capital Area (DC SHRM)

**Board Experience:** Calvary Women's Services, Vice President of the Board of Directors • Work Design Magazine, Executive Board • Commercial Real Estate Marketers (CREM), Co-Chair