

ELANA GOLDSTEIN

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SPECIALIST, TALENT AND OUTREACH PROGRAMS

Talent and Rewards • Campus Recruiting • HR System Design & Implementation

RELATIONSHIP-DRIVEN TALENT AND RECRUITING CONSULTANT with proven ability to direct successful campus recruitment initiatives that attract top talent, build and enhance corporate presence, and impact bottom-line staffing results. Recognized as “ambassador” at Towers Watson for success acclimating new hires to corporate culture. Expert in developing and launching innovative HR programs and strategies that improve employee participation and integration at all levels. Possess strong analytical skills and ability to interpret metrics, and adjust strategies and tactics to meet trends.

Talent Retention • Integration Planning • Employee Value Proposition • Interview & Selection • Employee Engagement

CAREER HISTORY

TALENT & REWARDS CONSULTANT—Company X, Boston, MA (*Global professional services firm*) 7/2007 to present

✦ **Coordinate university recruiting efforts** and internal resume review process, and work collaboratively with a cross-office recruiting group. Coordinate and attend university visits; create and execute attention-getting recruiting presentations and marketing strategies; conduct on-campus recruiting, interviewing, and sourcing of candidates for in-person interviews.

- Orchestrated a two-day regional recruitment and interview event landing ten hires across 4 offices.
- Boast 90% employee retention of new hires in past two years in position.
- As Talent & Rewards Ambassador, facilitate relationship building among new hires across Boston practice groups.

✦ **Collaborate with clients to solve unique workforce challenges** through the creation and delivery of leading talent and reward strategies and best practices. Projects include:

- Conduct HR design and implementation workshops to map HR processes to new systems, work with system vendor to built out each process, facilitate user acceptance testing, and create and launch roll-out plan (*financial services firm*).
- Worked across three acquired banks and 27 work streams to identify and track integration related HR challenges, analyze impact of integration activities on business-as-usual functions, and develop action plans (*financial services firm*).
- Created an Employee Value Proposition (EVP) to outline the ‘deal’ between the company and its employees in an effort to help the organization attract, engage and retain top talent, and shape the new corporate identity (*Canadian energy company*).
- Partnered with HR senior leadership team to manage integration efforts and design organization structure post merger of two Canadian oil companies. Set rigorous strategy to close merger: evaluated positions, designed future state of organization, developed staffing and selection process, and executed tactical plans within 18 weeks—two weeks ahead of schedule.
- Designed, administered, and analyzed employee engagement study, developed action plan, and suggested areas of improvement to senior leaders (*large, local biotech firm*).

COMPENSATION ANALYST—Company Y, Boston, MA (*formerly Company T*). 10/2006 to 6/2007

✦ Partnered with Compensation Director to administer and communicate compensation policies, procedures, and programs.

- Managed monthly promotion cycle to ensure compliance with compensation guidelines. Supported people managers through mid- and year-end performance management cycle. Created and distributed compensation reports and tracked metrics.

RECRUITING COORDINATOR—Biogen Idec, Cambridge, MA (*Global biotech firm*) 1/2006 to 10/2006

✦ Acted as primary point of contact for candidates and hiring managers on all recruiting issues and supported team of 15 recruiters across three locations in full-cycle recruiting efforts.

- Revitalized MBA recruiting program by developing and administering engagement plan and recruiting strategies at top-tier b-schools.
- Created a standard reporting process to measure success of recruiting team, tracking: average time-to-hire, number of new hires per week, new hire turnover rate, average cost-per-hire, number of internal hires, and number of hires via referral.
- Increased careers page effectiveness by recommending a “Featured Jobs” section, boosting resume traffic 20%.

EDUCATION & COMMUNITY ACTIVITIES

Master of Art in Corporate Communication • Emerson College, Boston, MA • Awarded 12/2005

Bachelor of Art in Communication • Illinois State University, Normal, IL • Awarded 5/2004

Boston Cares, Volunteer • **International Association of Business Communicators, Member**