ADRIANA KEVILL

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Summary: With more than 20 years of experience in marketing and digital strategies, I have a unique combination of skills: marketing, HR, diversity & inclusion, program management, and globalization. I've been part of the localization industry which gives me an insight into different cultures and international business.

My "why not?" attitude, combined with the fact that I am never satisfied with the status quo enabled me to build two departments from the ground up: search marketing and social media at KRT Marketing. It also helped me contribute to the company 100% YoY growth for three straight years leading up to its acquisition by Recruitics.

I've worn many different hats in management and execution - I immersed myself in the success of a wide variety of clients from numerous industries (financial, technology, engineering, healthcare, and others), which equipped me with distinctive perspectives on processes, challenges, and opportunities when launching or managing B2B or recruitment marketing strategies.

I am at my best when I am collaborating with a team trying to solve tough challenges. I can't help but roll up my sleeves and get the job done, doing whatever it takes.

PROFESSIONAL EXPERIENCE

Head of Marketing **Recruitics** (formerly KRT Marketing) 2008 – Present
Lafayette, CA & Remote

Following the acquisition of KRT Marketing by Recruitics, I served on the leadership team reporting initially to the CEO and most recently to the CSO. I managed a team of three marketing professionals.

- Responsible for overseeing all messaging, including stories to humanize the brand. Administered the launch of a new brand including sales enablement collateral, business cards and presentation decks.
- Managed the re-structure and re-design of the company website. Launched a new site within 3 months and below budget.
- Plan and manage a robust content-driven marketing strategy that included bi-monthly webinars (that had more than 1,000 attendees with over 50% attending live.)
- Boost awareness of company and services through a diversified marketing strategy that includes relevant content creation, search marketing, social advertising, thought-leadership events, partnership initiatives, and several other tactics.
- Oversee the selection of marketing and demand generation tools and platforms.
- Partnered with Sales to maintain a demand generation strategy (includes automated communication workflows.) This partnership also led to revamped reporting (HubSpot & Google Analytics data) for lead generation & conversion analysis.

Prior to the acquisition, I served on the board of KRT Marketing and reported to the CEO. I managed a team of twelve marketing professionals. Recognized as one of the Best Marketing Departments Leaders in 2019.

- Helped to elevate the company perception from a small boutique recruitment marketing agency to one of the most sought-after forces in the industry through content strategy, thought-leadership events, and strategic partnerships.
- Created the search marketing and social media departments and their offerings from scratch.
- Developed a content strategy that included partnering with cross-functional teams to leverage thought-leadership across the organization to produce videos, infographics, eBooks, informational downloads, blog posts, webinars, social media posts, etc. This plan increased inbound leads by 400% in 3 years.
- Managed the company website (a combination of WordPress and HubSpot) and led all marketing campaign initiatives - including several creative growth hacking strategies in addition to running traditional search and social advertising.
- Deployed the company CRM and grew the contacts organically over 1000% within 3 years.
- Launched an Account-Based Marketing (ABM) pilot, increasing the agency awareness within the healthcare industry.
- Partnered with clients across several industries. Created strategy and assisted with social media, paid social, employer brand, talent network, and other client projects - – including the launch and management of recruitment marketing platforms such as Phenom People, SmashFly and Yello.
- Conducted client tech stack and content audits, helping with benchmark reports prior to the deployment of several recruitment marketing initiatives.
- Helped clients plan and execute some of their Diversity and Inclusion internal and external initiatives.
- Launched the Global Talent Acquisition Day in partnership with the Assoc. of Talent Acquisition Professionals (ATAP)
- Partnered with different functional groups (including Client Services and Programmatic teams) for training (helped develop the Green Belt Certification Program) and to streamline hand-off and communication processes.

Started as a Production Manager, was promoted to Marketing Director in 2008 and became Head of Marketing in 2017.

Industry Speaker 2008 – Present

Speaking engagements and lectures at several conferences, universities, and companies throughout the US, Canada, and Latin America (see sample below) - consistently rated in the top 10% among all speakers.

Topics: Social Recruiting, Employer Brand, Diversity & Inclusion, B2C & B2B marketing, Social Media, Online Marketing.

- Social Recruiting Conferences Strategies (SRSC) Virtual 2020
- Talent Acquisition Week – San Francisco 2020
- SRSC Multiple Locations 2015 to 2019
- RecruitCon Austin 2019
- WSPRA Seattle 2019
- LinkedIn Talent Connect 2015, 2016
- HRPA Barrie, Ontario Conference 2016
- UC Berkeley Social Media 2015
- Social Media Brasil 2011 - the largest Social Media Conference in Latin America.

Senior Project Manager **Enlaso Corporation,** San Francisco, CA 2002 – 2005
(former RWS Group)

- Supervised, trained, and motivated a team of three project managers (direct reports). Managed o projects with teams of over 80 people (translators, engineers and designers) throughout the world.
- Managed and enhanced customer relationships for Enlaso's most critical account (over 35% of the company's revenue) by optimizing processes and improving communication flow.
- Established new processes and tools to increase productivity and profitability within the department = twofold increase within three months.
- Communicated account goals and department activities with executive staff to set new department standards = modified client invoicing, internal handoff structure, and established vendor accountability system within one year leading to a more streamlined workflow and increased productivity.

Senior Project Manager **eTranslate,** San Francisco, CA 2000 – 2001

- Created a new set of innovative solutions, including change and risk management, which was implemented in the most visible and complex projects of the company.
- Simultaneously led the localization of eBay Dutch website launch and managed ongoing updates to all eBay international sites. A $2M account with regular technical challenges and a very aggressive timeline.
- Successfully completed initial engagement with Asera (a complex web-based application project), which exceeded client's expectations leading them to grant all localization projects to eTranslate.

Project Manager **Lionbridge,** San Francisco, CA 1998 – 2000

- Managed projects with a budget over $600K for the company's largest accounts.
- Created project risk analysis and execution strategies to ensure project quality and client satisfaction.
- Designed status reports, documented scope changes, and created Change Orders.
- Major accounts included: Landor Associates, Humphrey Systems, Smith Micro Software, and Classroom Connect.

EDUCATION

Bachelor of Arts: Social Communication - Major: Advertising, Minor: Business, Pontifical Catholic University, Brazil 1991

Master Program Certificate (Graduated with Distinction): Marketing, U.C. Berkeley 1994

Blue Belt Certificate, MS Project: International Institute for Learning, New York, NY 2000

Master Program, Internet Marketing: Program covers all facets of digital marketing including: Social Media, Integrated Online Strategies, Search Engine Marketing & Usability, and Advanced Interactive Marketing & Measurement. University of San Francisco 2011

Additional Education/Certificates: HubSpot, Facebook BluePrint, Google Analytics & Adwords, LinkedIn Advertising, Hootsuite, Photoshop, HTML, Localization Project Management, Sales Techniques, MaxiMarketing, Omni Channel Marketing, Marketing Transformation, Direct Mail, Databases, Total Quality Management, and Marketing in Latin America.

ADDITIONAL SKILLS

Languages: fluent in Portuguese, good knowledge of Spanish, small knowledge of French.

PC and Mac: MS Project; MS Office suite (Excel, Word, PowerPoint, Outlook, Teams, etc), Google Suite, Google Analytics, Asana, Slack, Phenom People, SmashFly, MailChimp, HubSpot, WordPress, Elevate, Sprinklr, Sprout Social, Hootsuite, G2, Trados, FileMaker Pro; Photoshop; HTML.