

# KIRSTEN CORNELIUS

STRATEGIC GLOBAL BRAND MARKETER. CREATIVE CONTENT EXPERT.

## CONTACT

765-717-0692

knickoli.kn@gmail.com

Indianapolis, IN

## SKILLS

4+ Years in Leadership

10+ Years in Brand Marketing

Omnichannel Marketing Campaigns

Global Lead Generation and Nurture

Salesforce and HubSpot CRM

Deep Data Analytics / KPIs & Reporting

Stakeholder and Executive Partnerships

Lead Scoring & Qualification

Creative Content Planning and Execution

## EDUCATION

BALL STATE UNIVERSITY

### MASTER'S IN PUBLIC RELATIONS, ADVERTISING, AND APPLIED COMMUNICATIONS

2016-2020

BALL STATE UNIVERSITY

### BACHELOR'S IN PUBLIC RELATIONS

2012-2016

Minors in Business Foundations and  
Marketing

## CERTIFICATIONS

### Leading Racial Equity and Inclusion in Organizations

Northwestern | May 2022

### Emotional Intelligence as an Inclusivity Booster

LinkedIn | May 2022

## PROFILE

Mission-driven marketing and branding leader offering an impressive record of achievement in building long-range marketing and communication strategies that align with targets for a cloud-based software corporation. Delivers a clear vision of goals, plans, and success that ruthlessly aligns campaigns with global demands and executive goals. Evaluates the current landscape and modern methodologies to optimize performance and ROI for social media, email marketing, websites, blogs, and creative collateral. Holds Inclusive Hiring and Simplex Level 1 (creative problem solving) certifications.

## WORK EXPERIENCE

### Global Employer Brand Marketing Manager

Salesforce

Oct. 2021 - Present

Promoted to define and lead several employer brand initiatives that attracted a robust pipeline to exceed recruitment, hiring, and marketing priorities. Led the DEI and Equal Opportunity partnership strategy directly impacting corporate equity goals. Inherited, advocated, and reenergized a team of six employees to produce top-performing content across social media platforms. Oversees Salesforce's careers site, email nurture journeys, 3rd party partnerships, digital advertising campaigns, organic social media, recruiter enablement, video activations, and employee advocacy.

- Exceeded expectations for two-day activation for a client based in India after delivering a return-to-work campaign (social, email, microsite, etc.); generating 500+ leads, 254 applications, 14 interviewees, and 7 hires to date.
- Orchestrated promotional strategy for Trailblazing Women Summit 2023 in India and the United Kingdom (social, email, digital advertising) – generating over 600k impressions, 4k leads, and 6M online views over two months.
- Led development of new careers site – guiding the writing of over 300 pages globally, co-producing 600 assets, and rolling out the site in 11 languages. Resulting in a 5x increase in page views in one month.
- Originated Salesforce's first FY23 social strategic plan that aligned the employee value proposition (EVP) with recruitment and business needs through cohesive messaging across all social platforms, blogs, and the career site.
- Tripled the number of impressions and grew average engagement rates (ER) from 4.07% (Q1 - Q2) to 7.66% (Q3 - Q4) after integrating the EVP-led and research-driven social strategy across all channels to engage potential talent.
- Refined the Employer Value Proposition (EVP) to reflect current business priorities, and conduct EVP tagline testing in three major markets to measure top line messaging effectiveness.

### Senior Marketing Specialist – Global Brand & Recruitment Marketing (DEI)

Salesforce

Feb. 2021 - Oct. 2021

Designed the first partnership strategy in alignment with company-wide brand and recruitment goals to reach underrepresented minorities and groups. Worked within the global recruitment marketing team to deliver paid search campaigns across several channels to meet program and ROI goals.

- Cultivated 40 new partnerships and conferences after co-leading the development of the partnership strategy with the Office of Equality, which led to exceeding lead goals by 20%.

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📍 Indianapolis, IN

## EARLY CAREER HISTORY

- Social Media Director with Beyond Sports Network
- Communications Coordinator with Transform Consulting Group
- Communications Internship with Special Olympics Indiana

*"Having Kirsten as a manager made my experience at Salesforce exceptional. I learned much from her about time management, strategic thinking, and becoming more agile in my role. She led with kindness, care, and grace while being direct and deliberate in her decision-making. She trusted us to excel in our everyday responsibilities. Still, she was always ready to lend a helping hand if extra support was needed. No matter the situation, Kirsten was generous with her time and regularly celebrated team accomplishments in public and private forums. Being a part of her team increased my confidence and made me a better employee."*

*Mia Simon, DEI Marketing Senior Specialist (Salesforce)*

## REFERENCES

**Liv Longley | Two Sigma (Former Manager)**  
Senior Vice President, Employer Brand  
631-365-2074

**Tiffany Logan | Salesforce (Colleague)**  
Senior Manager, Talent Marketing  
814-528-2222

**Vania Degenhardt | 6Sense (Former Report)**  
Social Media Community Specialist  
503-680-4982

## WORK EXPERIENCE

### Senior Marketing Specialist – Global Brand & Recruitment Marketing (DEI) (Continued)

Salesforce

Feb. 2021 - Oct. 2021

- Increased total number of social channel interactions 228% (335K to 1.1M) and decreased number of posts by nearly 50% (2.6K to 1.4K) on Facebook, Instagram, LinkedIn, and Twitter.
- Magnified Equality Groups through the "Champion Month" program, resulting in 392% growth in impressions (226K to 886K), 5x growth in engagement, and 81% reduction in posts.
- Highlighted key analytics that reversed the VP's interpretation of the "Champion Month" campaign's value; initiated a Q1 optimization plan currently showing a 50% workload reduction (15hrs/week to 7hrs/week) and tripled the amount of content produced throughout the year.
- Steered an employee-led initiative to launch the #SalesforceFlex hashtag contest, which boosted ER 8.7% (Q3 to Q4) on LinkedIn; the hashtag exceeded performance benchmarks on Twitter (+18%), Instagram (+15%), Facebook (+29%), and LinkedIn (+63%).

### Marketing Specialist – Paid Social, Search, & Global Brand (DEI) | 01.2019 to 02.2021

Salesforce

Jan. 2019 - Oct. 2021

Optimized performance and advertising strategies, focusing on paid search programs with the global recruitment marketing team. Crafted email campaigns, enablement programs, and an organic social media content calendar to reach target audiences. Augmented recruitment efforts by assessing analytics, monitoring paid performance, and delivering recommendations for improvements across all social channels.

- Formalized the EQ LinkedIn group targeting program; grew the number of targeted groups from 300 to nearly 1K in 3 months.
- Implemented and scaled 145+ LinkedIn global brand awareness and lead generation ad campaigns that generated 2M+ impressions.
- Launched the first "Champion Month" campaign which was later integrated across all of the Salesforce Careers' social channels, careers website, and within nurture journey emails.
- Grew social followings within the first 12 months on Facebook (+95%), Twitter (+21%), and Instagram (+59%).
- Exceeded channel benchmarks, +21% accounts reached and +40% actions taken, after designing award-centric Instagram story promotions.

### Assistant Director of Marketing, Communications, & Brand

Ivy Tech Community College

Oct. 2016 - Dec. 2018

Supported the Communications and Enrollment Services team by curating a marketing framework to increase the conversion from application to enrollment.

- Gathered 900 RSVPs and 500+ first-time registrants after launching a 2-week campaign to boost registration on "Express Enrollment Day".
- Implemented a GenCon Twitter advertisement plan that reached 40K people, leading to 20 new program applicants in 2-days.
- Developed a holistic marketing and digital advertising strategy for a specialized TechHire grant that generated interest from 500 students in 5 months, 20.3K webpage views, and 4.5M total impressions.