

AUSTIN TANNER

GLOBAL EMPLOYER BRAND MANAGER

DETAILS

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LINKS

[LinkedIn](#)

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SKILLS

Employer Branding

Recruitment Marketing

Digital Marketing

Content Creation

Adobe After Effects

Adobe Illustrator

Adobe Photoshop

Adobe XD

Adobe Creative Suite

Recruiter Enablement

Behavioral Interviewing

Analytical Mindset

Candidate & Employee
Engagement

Interpersonal and written
communication

Project Management

Vendor Management

Blog Management

PROFILE

(pronouns: He/Him/His) Experienced in Employer Brand, Recruitment Marketing, Brand Management, and Crisis Communications with a demonstrated history of working with global high-growth Employee Experience and Marketing teams. I work to amplify a company's award-winning culture across all social and digital platforms. I do this by telling their employees' authentic stories and experiences.

EMPLOYMENT HISTORY

Recruitment Marketing Strategist, Mars

Remote

Aug 2023 — Present

As part of the Employer Reputation and Sourcing team at Mars, I am responsible for developing and executing our North America Recruitment Marketing strategy for Mars' three business units — Mars Food & Nutrition, Mars Petcare, and Mars Snacking.

Global Employer Brand Manager, Meta

Remote

Jun 2022 — Jul 2023

Reporting directly into the Director of Employer Brand, I own all of our global employer brand campaigns to humanize the company, create a sense of belonging so that others see a place for themselves here, and attract others to join us with a career at Meta.

- Partnered with Mark Zuckerberg's and internal/external comms to redefine and reestablish Meta as the best place to work for high-priority talent.
- Launched the new EVP/D-EVP internally in partnership with global comms.
- Owned and drove the programming strategy for key owned moments and events.
- Managed multi-million dollar campaigns across digital, search, and social.
- Develop and manage timelines, budgets, and project plans for our multi-year campaigns.
- Partner closely with leaders across People, PR, Marketing, and Internal Comms to build a cohesive strategy and establish global alignment.
- Produced, managed, and cast for four photoshoots and three video shoots.
- Launched and managed Meta's talent CRM, Salesforce.

Global Talent Marketing Manager, Adobe

Remote

Feb 2021 — Jun 2022

As part of the Talent Marketing team at Adobe, I owned the development and execution of our global Employer Brand strategy across the Creative Cloud, Document Cloud, Experience Cloud, and sales for our experienced hires. In partnership with Talent, Communications, and Public Relations.

- Launched strategic targeted & branding campaigns to establish a strong employer brand and target passive talent. (Internal & External)
- Designed Adobe's scalable recruitment marketing and visual creation tools to create a more cohesive experience for candidates.

- Partnered with Talent Leadership to set and execute the strategy to support their priorities.
- Partner closely with leaders across People, PR, Marketing, and Internal Comms to build a cohesive strategy and establish global alignment
- Launched and managed Adobe's CRM, Phenom People.
- Designed, wrote, and illustrated the 25 brand-new adobe.com/careers pages.
- Established Adobe's review and listening strategy.

Head of Employer Brand, Workfront, an Adobe Company

Lehi, UT

Jul 2017 — Feb 2021

- Implemented Talent Brand guidelines and Employer Value Proposition.
- Implemented Workfront's talent CRM (Phenom People).
- Revamped Workfront's Career pages 3 individual times.
- Managed Workfront's Employer Brand social presence.
- Created content ranging from videos and graphics, to blogs and social content
- Owned the implementation of Workfront @ Workfront for the People team

Social Media Manager, America First CU

Ogden, UT

Nov 2015 — Jun 2017

- Managed social media pages
- Provided recommendations for various solutions through appropriate channels.
- Evaluated all corrective actions and verified working in the process.
- Performed internal audits for multiple functions.
- Trained employees in all quality standards.
- Provided support to various improvement teams on a regular basis.

VOLUNTEER EXPERIENCE

Utah Pride Center

Salt Lake City, UT

Sep 2014 — Present

Utah Pride unites, empowers and celebrates Utah's diverse LGBTQ+ community by providing a safe and welcoming space for education, partnerships, services and events which advance our collective health, wellness and success.

Strut Your Mutt

Salt Lake City, UT

Sep 2015 — Present

Strut Your Mutt is a series of charity dog walks that brings communities together to raise money and save the lives of homeless pets

U of U PATHS Program

Salt Lake City, UT

Sep 2016 — Dec 2019

The PATHS program gives students the confidence and knowledge to graduate high school and succeed in higher education or achieve a meaningful career. This program works with first-generation students residing on the west side of the Salt Lake Valley. Most of the students identify as either low-income, immigrants, and/or refugees. Our goal is to create access and resources for these students to help close the economic and social disparities within the west side. PATHS is a community of students and mentors that work to support each other and provide greater access to education