

Lena Schulz

lschulz16@aol.com | (541) 505-4689 | Austin, TX

SUMMARY

Dedicated and innovative professional with a proven track record in digital marketing, graphic design, and talent acquisition. My expertise encompasses end-to-end recruitment processes, candidate management, and the promotion of inclusive and efficient recruiting practices. I am actively pursuing a challenging Recruiting role to leverage my extensive network-building and candidate assessment capabilities for your organization's growth and success.

WORK EXPERIENCE

Sutton Pierce

Expert Witness Recruiter

Remote, California

Jun 2023 - Oct 2023

- Coordinated comprehensive recruitment process for expert witnesses, involving initial screenings, interviews, and assessments to determine candidate suitability for various legal cases.
- Established an extensive network of subject matter experts while cultivating professional relationships, thereby ensuring a diverse and qualified pool of potential witnesses.
- Streamlined candidate selection and onboarding by managing databases and maintaining accurate records, while also collaborating effectively with clients and Case Managers to meet case requirements and deadlines.

Google

In-House Sourcing Recruiter

Austin, Texas

Dec 2021 - Dec 2022

- Managed the comprehensive sourcing process for over 20 roles in various departments, ensuring an efficient and inclusive recruiting process.
- Maintained a strong pipeline of diverse Software Engineer candidates, specializing in front-end, back-end, and AI roles, and successfully conducted initial screenings and coordinated initial business interviews.
- Regularly updated knowledge on industry skillsets, including programming languages, software development practices, and computer operating systems, to provide informed candidate recommendations.

Apogee Results

Digital Marketing Specialist

Austin TX

Jun 2019 - Dec 2021

- Leveraged expertise in marketing strategy, content creation, and SEO to identify and capitalize on opportunities to boost website traffic and customer engagement.
- Devised tailored digital marketing strategies and managed multi-platform campaigns, ensuring alignment with client objectives.
- Enhanced brand recognition and engagement by providing optimization services for paid SEO Google and Facebook campaigns and generating impactful social media content.
- Employed syndicated planning tools to prepare monthly reports, offering valuable insights and strategic recommendations to both internal teams and clients.

Loyola University Maryland Office of Student Engagement

2D Design Specialist

May 2017 - May 2019

- Provided expert advice on marketing analytics tactics, leading to heightened audience engagement.
- Created compelling logos and promotional materials for both digital and print platforms.
- Managed email campaigns and developed content calendars for the department's e-newsletter and social media outlets.

S&J Consulting

Marketing Coordinator

Baltimore, Maryland

Aug 2018 - Feb 2019

- Oversaw entire lifecycle of creative projects, ensuring seamless transition from conceptualization to final execution.

- Handled event photography and the design of promotional media, contributing to effective marketing campaigns.

EDUCATION

Loyola Maryland University
Bachelor of Arts, International Business & Marketing

SKILLS

LinkedIn Recruiter • ATS Sourcing • Boolean Search • CRM • Adobe Creative Suite • WordPress • Sprout Social • Asana • Microsoft Office