

# BRENT RICHARDVILLE-LUND

EMPLOYER BRAND & CONTENT EXPERT  
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COLORADO SPRINGS, CO



## ABOUT ME

I am a passionate and creative social media, content, employer branding, and recruitment marketing professional with a 9 year history of creating imaginative ad campaigns with profitable ROI. I love storytelling and creating content that does just that. Putting people first is how we tell the best stories. In my niche field, we aren't selling a product or a service, but a culture and livelihood. I have experience in both the start-up and corporate worlds. LinkedIn expert with over 6,000 connections and growing.

## SKILLS

Expert in Sprinklr, Sprout Social, Facebook Ads Manager, Hootsuite, Smartsheet, Asana, Canva, Adobe, WordPress, Constant Contact, LinkedIn, Twitter Ads Manager, Glassdoor, Indeed, and more.

## EDUCATION

North Knox High School  
Academic Honors Diploma

Indiana Wesleyan University  
Creative Digital Media & Branding

Member of Talent Brand Alliance

Employer Brand Strategist  
Certified by Ph Creative



## WORK EXPERIENCES

### Global Employer Brand & Recruitment Marketing Manager Zuora

- Tell the story and evangelize what it is like to work for the organization as a ZEO (employee)
- Build cross-functional partnerships with HR, Marketing, DEI, and business leaders
- Support the evolution of values and EVP aligning with a global presence
- Create genuine and continuous careers content using video, graphics, copy, digital and social assets, blogs, printed materials, website landing pages, traditional media including out-of-home, and more
- Reach a diverse set of candidates by maximizing the organization's footprint, and outreach tactics, and managing employer brand projects such as employee referral programs, organic and paid advertising, talent communities, candidate associate, social media, job board sites, email campaigns, CRM, and more

### Talent Brand Strategist Carbon Health Technologies

- Manage overall content calendar for the entire talent team
- Manage the EVP and employer brand tone and messaging
- Create, post, and manage talent social media content and channels
- Create, manage, and report on multichannel paid ad campaigns
- Coordinate and plan all talent-related blog content
- Manage all recruiting video assets
- Manage and operate all reputation management platforms, like Glassdoor and Indeed
- Partner with the web design team and assist with external careers websites
- Design recruitment marketing and employer branding collateral both digital and print
- Design all social media assets for brand pages and recruiter pages
- Partners closely with internal communications, public relations, design, and content marketing teams
- Manage employee advocacy programs to increase employer brand
- Train all team members on proper social media and employer branding strategies
- Assisted in the development of video strategy and final products
- Produced live social events on Facebook and Instagram

### National Recruitment Social Media & Marketing Lead Ascension Health

- Designed and drove all recruitment social media efforts for 20+ hospitals across 11 different states and national pages by creating 2K+ paid and organic posts and researching audiences to drive strategic growth
- Launched and managed the national careers social media channels
- Drove employer branding initiatives and projects.
- Produced, managed, and spent over \$500,000/yr. in paid social on Facebook, Instagram, LinkedIn, Twitter, Pinterest, and Reddit
- Developed, proofed, approved, and posted all organic social media content that aligns with brand standards. Coordinated all graphics for social media posts by collaborating with designers to execute the vision
- Partnered with all marketing and PR teams to align on the social media community calendar
- Created graphics for usage on all social platforms and printed material, including brochures, flyers, and quarterly newsletters
- Provided photography services as needed for website and other collateral
- Served as a team subject matter expert for all social platforms
- Responsible for providing best practices and training for using social media to over 300+ users nationally