

Candice Thompson

SENIOR TALENT ATTRACTION MARKETING LEADER | RECRUITMENT MARKETING | EMPLOYER BRAND

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Talent attraction marketing leader who brings a growth marketer's discipline — funnel economics, media ROI, and demand generation — to enterprise recruitment. 13+ years architecting evidence-led talent attraction programs across retail, supply chain, technology, and logistics, with healthcare strategy collaboration — and **building the full-funnel measurement systems that connect media spend to hire**. Led seven direct reports and matrixed cross-functional teams across TA, HR, marketing, and operations, translating funnel performance into workforce-planning, budget, and executive decisions. Built on 20+ years in advertising, revenue growth, and client strategy.

SCALE \$16.3M annual media portfolio · 50K–300K-employee enterprises · 7 direct reports + matrixed teams · hundreds of campaigns annually

IMPACT Rebuilt ~70K lines of fragmented reporting into full-funnel attribution (spend → hire) · Architected audience-specific channel portfolios — 8–14-channel frontline to 6–10-channel technical stacks · \$2.3M enterprise media contract negotiated

CORE COMPETENCIES

Team Leadership · Client P&L Management · Talent Attraction Marketing Strategy · Multi-Channel Campaign Management · Paid Media (Indeed · LinkedIn · Meta · Google Ads) · Programmatic & Sponsored Jobs · Employer Brand & EVP Activation · Candidate Journey & Landing Pages · Recruitment Funnel Analytics · UTM & Source-of-Hire Attribution · Vendor & Budget Management · Executive Reporting · Cross-Functional Collaboration · Talent Technology (Phenom · Workday · Paradox)

EXPERIENCE

Founder & Principal Consultant

2024 – Present

Thompson & Co Collective · Greater Charlotte, NC Metro / Remote

- Conduct talent attraction audits to diagnose candidate journey friction points, landing page drop-offs, and employer brand positioning gaps.
- Deliver project-based engagements spanning media strategy, channel planning, attribution, and executive reporting.
- Design multi-channel talent attraction strategies and measurement frameworks for mid-market and growth-stage organizations.
- Advise organizations on recruitment marketing, employer brand, EVP, candidate experience, and measurement — building campaign strategies, activation plans, and reporting systems for talent-acquisition functions.

Senior Client Consultant, Recruitment Marketing & Employer Brand

Aug 2021 – Sep 2024

Shaker Recruitment Marketing · Oak Park, IL / Remote

- Directed end-to-end recruitment marketing for Fortune 50/500 enterprise clients across retail, supply chain, technology, and logistics — owning strategy, activation, optimization, budget, and vendor partnerships in high-volume hiring; collaborated on healthcare talent strategy with account counterparts.
- Led and developed a **seven-person team** plus matrixed creative, media, analytics, and technology partners; managed client P&Ls and account profitability across the portfolio; promoted within the first year.
- Managed a **\$16.3M annual recruitment-media portfolio** and hundreds of always-on, seasonal, and hard-to-fill campaigns across paid search, Indeed, LinkedIn, Meta, programmatic, sponsored jobs, social, streaming, and out-of-home.
- Built full-funnel measurement connecting paid media, career-site (Phenom), and ATS/CRM data via conversion pixels, UTM governance, and source-of-hire attribution — turning fragmented reporting into automated, executive-ready dashboards.
- Partnered with talent acquisition and HR leadership to translate campaign performance into actionable strategy, leveraging a cadence of weekly meetings, monthly summaries, and QBRs to drive optimization, budget allocation, and workforce planning.
- Owned vendor relationships and contract negotiation for the client portfolio, including a **\$2.3M enterprise media contract**; drove ~838K tracked applications across an enterprise retail portfolio.

Southeast Regional Sales Trainer

Jul 2019 – Aug 2021

RTN Marketing · Durham, NC / Remote

- Trained and coached recruitment-advertising professionals on consultative campaign planning, performance interpretation, and client delivery; standardized execution across remote and field teams.

National Account Executive

Jul 2013 – Jul 2019

JobFinderUSA · Charlotte / Atlanta / Orlando / Remote

- Developed and managed multi-channel recruitment advertising campaigns (job boards, search, targeted digital, print) for regional and national accounts — owning discovery, audience strategy, activation, optimization, and reporting.
- Sponsored and hosted multi-market recruitment career fairs (Charlotte, Raleigh, Wilmington, Orlando) — securing employer sponsors, driving candidate turnout through integrated promotion, and managing on-site execution as an owned demand-generation channel.
- Served as change agent during the print-to-digital transformation; exceeded first-year revenue goals by 42% and generated 47% of revenue from new business (2013 Rookie of the Year).

Earlier Career — Advertising, Marketing & Business Development

2004 – 2013

Charlotte Living Magazine · Lifetouch · The ALS Association (NC) · Capital Business Solutions

- Built commercial, client-strategy, revenue-growth, and team-leadership foundations across sales, marketing, and development roles.

EDUCATION & CERTIFICATIONS

B.S., Business Administration — North Greenville University

Certificate, Digital Marketing Science — UNC Charlotte, School of Professional Studies (2022)

Google Ads Search Professional Certification (2026) · Google Analytics Certification (2026) · Google Privacy for Agencies and Partners Certification (2026)

TOOLS & CHANNELS

TALENT TECH & ATS Workday, Phenom, Paradox, iCIMS, Kenexa BrassRing, SAP SuccessFactors

SOURCING TOOLS LinkedIn Recruiter & Talent Insights, SeekOut, HireEZ, BuiltIn, Indeed Smart Sourcing, ZipRecruiter Resume Database

WORKFORCE INTELLIGENCE TalentNeuron (Gartner), LinkedIn Talent Insights, Revelio Labs

PAID MEDIA & ACTIVATION Indeed, LinkedIn Campaign Manager, Meta, Google Ads, programmatic, sponsored jobs, streaming, OOH, TikTok Sponsored Content, Snapchat, Reddit, Glassdoor

ANALYTICS & ATTRIBUTION GA4, Google Tag Manager, UTM governance, Power BI, Tableau, full-funnel attribution

CONTENT & WORKFLOW Canva Pro, Adobe Creative Suite, Microsoft 365, Asana, Smartsheet, AI-enabled reporting

PROFESSIONAL AFFILIATIONS & GOVERNANCE

Plan Fiduciary — 401(k) Investment Committee, Shaker Recruitment Marketing (2021–2024) — Oversight of plan governance, investment review, and participant interests

Society for Human Resource Management (SHRM), Member (2020–2024)

American Marketing Association (AMA), Member (2018–2022)