

Candice Thompson

CLIENT DELIVERY & TECHNICAL PROJECT LEADER | HR TECHNOLOGY | RECRUITMENT SYSTEMS

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Client delivery and talent technology leader with **13+ years** guiding complex recruitment marketing and employer brand programs for enterprise organizations. Translates business needs into **project scope, technical requirements, delivery plans**, and coordinated cross-functional workstreams. Set the direction and earned prioritization for **full-funnel measurement** connecting media investment to hiring outcomes. Led delivery across agency, client talent technology, analytics, and media partner teams through influence rather than direct authority. Combines that program leadership with hands-on technical depth, including designing and governing **enterprise XML job-feed logic** across thousands of requisitions.

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

IMPACT Led a **~70K-row attribution rebuild** connecting **media** → **career site** → **ATS/CRM** → **hire** · standardized delivery and reporting · negotiated a **\$2.3M enterprise media contract**

CORE COMPETENCIES

Technical Project & Program Delivery · Requirements Discovery & Business Analysis · Scope, Timeline & Dependency Management · Implementation & Deployment Coordination · Cross-Functional Resource Coordination · Risk, Issue & Escalation Management · Digital Transformation & Change Enablement · ATS Job Feed Integration & Query Logic · Data Integration & Attribution · Talent Technology & ATS/CRM Ecosystems · Process Design & Operational Efficiency · Client Relationship & Executive Communication · Vendor & Third-Party Management

EXPERIENCE

Founder & Principal Consultant

2024 – Present

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

- Lead **client discovery** to diagnose candidate journey, career site, conversion tracking, data, and employer brand gaps.
- Translate business needs into **scoped engagements, work plans, delivery priorities, and measurement requirements**, with executive recommendations.
- Coordinate client stakeholders and specialist partners across media, analytics, content, and talent technology; **manage dependencies, decisions, and delivery through completion**.
- Build repeatable frameworks, reporting systems, and **governance handoffs** that improve operational efficiency and post-launch accountability

Senior Client Consultant, Recruitment Marketing & Employer Brand

Aug 2021 – Sep 2024

Shaker Recruitment Marketing · Oak Park, IL / Remote

- Served as **primary client-facing strategy lead** for Fortune 50/500 accounts, coordinating workstreams across media, creative, analytics, career sites, ATS/CRM systems, and third-party partners.
- Led **seven direct reports plus matrixed teams**; managed scope, priorities, dependencies, and delivery cadence across concurrent client initiatives.
- Set direction and **earned cross-functional prioritization** for an attribution build spanning agency, client talent technology, analytics, and media partners. Led delivery converting **~70,000 rows of fragmented requisition data into automated spend-to-hire reporting**.
- Designed and governed query logic for an **enterprise ATS XML feed spanning thousands of requisitions**, segmenting sponsorship by job class, division, store number, and other attributes to correct vendor rules and prevent misallocated spend.
- Led weekly delivery meetings, monthly reporting, and QBRs with TA and HR leaders; communicated **status, risks, recommendations, and next actions** to support workforce planning.
- Managed a **\$16.3M annual portfolio** spanning hundreds of always-on, seasonal, and hard-to-fill campaigns and **~838K tracked applications**. Balanced launches, optimization, budget pacing, vendor dependencies, and escalations; led negotiations for a **\$2.3M enterprise media contract**.

Southeast Regional Sales Trainer

RTN Marketing · Durham, NC / Remote

Jul 2019 – Aug 2021

- Developed **onboarding programs, SOPs, coaching resources, and eLearning** that standardized consultative discovery, campaign planning, performance interpretation, and client delivery.
- Facilitated classroom and field training for **15 recruitment-advertising professionals**. Reinforced adoption through ongoing coaching and performance support across distributed teams.

National Account Executive

Jul 2013 – Jul 2019

JobFinderUSA · Charlotte / Atlanta / Orlando / Remote

- Managed **client discovery and audience requirements** through campaign planning, activation, optimization, reporting, and ongoing communication for regional and national recruitment-advertising accounts.
- Coordinated **multi-channel delivery** across job boards, search, targeted digital, print, and multi-market recruitment events. Balanced vendor dependencies, timelines, budgets, and client expectations.
- Identified a growing gap between client demand and the company's print-led model, then championed the **digital transformation** of its recruitment-advertising offering. **Exceeded first-year revenue goals by 42% and generated 47% of revenue from new business**, earning 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 foundational experience generating net-new revenue, growing client accounts, executing media and event marketing programs, and strengthening organizational capacity across commercial and nonprofit environments.

EDUCATION & CERTIFICATIONS

B.S., Business Administration - North Greenville University

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

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

TOOLS & TECHNICAL ECOSYSTEM

HR TECHNOLOGY & ATS Workday, Phenom, Paradox, iCIMS, Kenexa BrassRing, SAP SuccessFactors; career sites, landing pages, and journey diagnostics

PROJECT DELIVERY & WORKFLOW Microsoft 365, Asana, Smartsheet; requirements documentation, delivery cadence, status reporting, and issue tracking

ANALYTICS, DATA & INTEGRATION GA4, Google Tag Manager, XML job feeds, query logic, conversion tracking, UTM governance, ATS/CRM data flows, Power BI, Tableau, and full-funnel attribution

RECRUITMENT MARKETING & INTELLIGENCE Indeed, LinkedIn Campaign Manager, Google Ads, Meta, programmatic media, sponsored jobs, Glassdoor, Built In, and DICE; LinkedIn Talent Insights, TalentNeuron (Gartner), and Revelio Labs

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 (2018–2023)