

# Ashley Cheretes

A Results-Focused Marketing & Branding Professional

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## profile:

- [ Chief developer of conversion-focused marketing campaigns for a Fortune 50 company.
- [ Passionate and results-driven marketer with vast knowledge in online and offline acquisition strategies.
- [ Proven ability to cut through clutter and achieve results through a consultative approach with clients and stakeholders.
- [ A self-starter with proven aptitude to learn new tools and technologies.

## technical skills:

Adobe InDesign / Photoshop / Illustrator	Google Analytics / Adobe Analytics	Microsoft Office
Adobe Premier / Windows Movie Maker	Sitecore / Teamsite / Wordpress	Search Engine Optimization (SEO)

## education:

*Cabrini College, Radnor, PA*

B.A. English and communications, Cumulative GPA: 3.6, member of Cabrini Honor Society and Dean's List

## experience:

### [ Cigna, Based virtually in New Jersey

#### + *Head of Marketing – Talent Acquisition*

*2019 - present*

*Promoted into a leadership role to lead global talent marketing and branding activities following the acquisition of Express Scripts. New responsibilities include building an aligned employer brand strategy and value proposition, consolidating our marketing platforms (CRM, CMS and analytics), establishing KPIs for all marketing activities, and managing four direct reports. Recent accomplishments include:*

- **Launching a consolidated marketing platform for inbound activities. (CRM, [careers website](#), and analytics dashboards)**
  - **New Consolidated Website:** In eight months, we've had 1.5M visits to our new career website, surpassing all visits to the Cigna and Express Scripts career websites in 2019 combined. Our bounce rate is 34% - well below the benchmark average of 45%.
  - **Email Marketing:** Established a 40% average open rate and a 78% conversion rate for all email marketing campaigns executed in the first half of 2020 (Was asked to present at our partner's [annual user conference](#) on our email marketing success.)
- **A consolidated, research-backed value proposition and messaging strategy that is used to attract 20,000 new hires annually.**
  - Partnered across the enterprise with corporate marketing, brand, internal communications and business stakeholders and received their buy-in and support of this work.
  - Implemented messaging across multiple channels including social, website, email, job postings, and others in less than six months. Through this work, we have successfully decreased our overall time to hire by 10%-30% in most markets.
  - As a result of this work, was recognized by Comparably as one of their top 50 "[Standout Employer Brand Leaders](#)."

### + *Marketing Lead – Talent Acquisition*

*2017 / 2019*

*Recruited to completely redesign Cigna's talent attraction strategy using market research and consumer marketing tactics to attract 7,000+ new hires per year across 15 different countries. Accomplishments include:*

- **Integrated Channel Marketing Strategies for Volume Hiring:** Architected the company's first local channel marketing strategies to attract ~4000 seasoned [customer service professionals](#) to join the company at several different locations across the country. Tactics were an integrated approach of online and offline tactics - PPC/paid search, out of home, social, print, and others. This was in partnership with front-line leaders, Service Operations senior leadership, corporate marketing and HR business partners. These efforts yielded:
  - Self-performed all persona research, creative work and ad setup, saving Cigna ~\$30,000 in fees
  - A 10% increase YOY in candidate application conversion
  - A 30% decrease in time to fill for these positions, saving \$30,000 in additional media spend for the year

- A dramatic increase in brand awareness - 180% increase in Google searches for “Cigna jobs” during the campaign
- **Event Marketing (Grace Hopper 2018, 2019):** Completely revamped our [experiential marketing approach](#) and communication strategy for this 20,000+ attendee women in technology conference, with a deep focus on maximizing all interactions. (Pre-event, during, and post-event) Cigna went from a company attendees knew little about the year before, to having [a line wrapped around the exhibit hall](#) the year these changes were implemented. Other accomplishments include:
  - Over 100 interviews of highly-engaged and qualified tech talent that yielded 18 on-the-spot offers
  - 4.5 million social media impressions generated from attendee user generated content and a \$1000 paid media budget
  - An additional 1,200 candidate leads captured from our booth activation for remarketing

[ **ADP, Roseland, NJ**

+ *Global Marketing Director, Employer Brand & Marketing* 2016 / 2017

*Promoted into a new role after 18 months to lead ADP’s candidate experience, channel marketing, and job content strategy for online and offline hiring activities across 14 countries, approximately 15,000 hires annually.*

- Developed a global tracking and metrics methodology to prove ROI for a \$2.5 million media portfolio (annually) across two applicant tracking systems and a 14 country careersite.
- Dramatically improved the online experience for candidates through developing a new, global, multi-language and mobile responsive careersite that yielded:
  - Users spending double the amount of time on the new site
  - A decreased bounce rate by 45%
  - Increased organic traffic by 20% YOY

+ *Recruitment Marketing Manager* 2015 / 2016

- Assisted in the creation of ADP’s first research-based Employment Value Proposition in partnership with Universum Communications, senior leadership, global stakeholders and front line leaders and associates.
- Introduced and executed ADP’s first programmatic advertising strategy in partnership with Recrutics, allowing ADP to reallocate \$250,000 in advertising dollars to their most effective marketing channels in one year.
- Performed branding, graphic design and copywriting services in-house for ads, templates and various recruitment marketing materials, with an overall cost savings of \$100,000 in one year.

[ **Avis Budget Group, Parsippany, NJ**

+ *Manager, Talent Brand & Media* 2014 / 2015

*In a newly created role, developed the first talent engagement brand with supporting marketing and communication strategies for this global organization with \$7.9 billion in revenue and 30,000 employees.*

- As a member of several project teams, designed marketing strategy for key organizational initiatives to increase employee interest:
  - Health and Welfare Campaign “Know Your Numbers” – achieved over a 98% attendance rate through targeted marketing campaigns and streamlined sign-up processes.
  - Employee Car Sales Initiative – created the company’s first employee car sales event in multiple locations. Sold 30 vehicles and generated an additional 600 sales leads by assessing employee needs, creating an effective communication strategy and hosting a fun and lively event.

+ *Senior Talent Acquisition Specialist – Social Media* 2012 / 2014

*Through building relationships with the Human Resources team and advising on several projects, was promoted into this talent marketing role to develop global marketing campaigns to hire over 10,000 new employees annually.*

+ *Social Media Specialist* 2010 / 2012

*Was this organization’s first full-time social media marketer, hired to jumpstart their company-wide social media efforts which included establishing a global social listening strategy, competitive analysis and research, channel development, defining key metrics and KPIs, and advising the direct marketing and business marketing teams on how to use social media effectively.*

[ **Turner Construction Company, Somerset, NJ**

+ *Marketing Assistant* 2008 / 2010

*As part of this global, \$11.77B general contractor and construction management firm, crafted proposal and presentation responses for 150+ projects for the New Jersey business unit. Led a company-wide effort to use social listening and content marketing to gather and qualify additional construction leads.*