

Lara Jones

94 Copenhagen Street, London, E18 7HJ

07849685345

Summary should be brief – they will find out for themselves in an interview

Don't forget this part. It happens!

CIPD-qualified HR professional, experienced in creative and technology led businesses. My passion is in working with smart, 'nothing-is-impossible' people to drive change and create organisational shifts.

EDUCATION

2007-2011

University of Manchester

2.1 BA (*Hons*) Modern Language with Business Management (Chinese)

2011-2014

CIPD Level 7 Diploma in HR Management

WORK EXPERIENCE

Brief summary should include what the business does, size and location – set the scene

Lower Park - People Manager

March 2015 - present

High-growth online retailer of handmade five panel caps employing 170 people across London and California.

As the first ever HR hire, I was brought in to set-up the function from scratch in a stand-alone capacity with a particular emphasis on hiring, retention and development.

Provides context

Employee relations

Talk about your specific involvement – avoid terms such as "we"

- Independently managed complex ER issues such as disciplinaries and grievances, up to and including dismissal
- Led on three separate TUPE transfers both "in" and "out" end-to-end; the largest of which impacting 9 people
- Independently managed a redundancy process affecting 3 people

Be specific

Recruitment

Clear deliverables and cost savings

- Successfully onboarded 80 people since joining across UK and US with a direct hire percentage of 87% (est. cost saving of £400k vs agency spend)
- Recruited across Full Stack Development (.NET, Java, PHP), UX/UI Designers, Digital Marketing (SEO, PPC, Paid Social, Display), Data Science and Corporate Functions) using tools such as LinkedIn, Stack Overflow, Github and CV libraries
- Developed and implemented an employer branding strategy encompassing social media, Glassdoor and events
- Revamped the "Careers" page of the website to include video content, information on employee perks and career opportunities

Talent Management

- Worked with external vendors to design and rollout a tailored training program encompassing leadership and practical skills
- Managed training budget of £200k p/annum
- Implemented succession plans facilitating 62 internal promotions since formulation
- Improved retention of graduates by approx. 24% through rolling out a dedicated graduate scheme which 21 people have since progressed through

Link to desired business outcome

Employee Engagement

- Designed and conducted an annual employee engagement survey and analysed the data to formulate action points

- Arranged very low-cost industry figures to delivery monthly on-site keynotes to fuel curiosity and innovation
- Launched and ran “employee of the month” and “annual awards” initiatives to drive high-performance and morale
- 14% overall increase in employee engagement score in 2017 vs 2016
- Glassdoor reviews now sit at 4.7/5

Pewpul – Talent Acquisition Specialist

June 2013 - March 2015

Start-up Self-improvement Digital Media platform employing 55 people from one London office.

Recruitment

- Recruited 43 people across JavaScript developers (React, Angular), UX/UI, Social, Paid Advertising, Editorial and Creative
- 41 of 55 hires made directly via LinkedIn, StackOverflow, GitHub, CV libraries, adverts and referrals (cost saving: c£280k)
- Attended Silicon Milkroundabout to raise awareness of Pewpul and made prospective candidates (resulted in 3 hires)

Projects

- Implemented Greenhouse ATS
- Trained hiring managers on competency based interviewing techniques
- Developed a cost-effective employer branding strategy and executed it across social media (LinkedIn, Glassdoor and Twitter)

Martin Page Recruitment – Consultant

August 2011 – June 2014

Multinational Recruitment Consultancy operating across 34 countries and employing 5000+ people.

- Permanent recruitment of digital marketing professionals in to the technology and media sectors of London

Boofy - Intern

June – September 2010

High-growth Online Baby clothes boutique employing 12 people from London.

- Supporting on the management of social media pages across Facebook and Twitter
- Proof reading marketing content

Keep these brief as they're less relevant

PASSIONATE ABOUT

- I love start-up culture and have developed a keen interest in entrepreneurship; attending events and reading countless autobiographies and renowned business books
- I am a keen cyclist and once cycled from London to Amsterdam
- I am interested in nutrition and enjoy cooking healthy food

Show that you have some depth to your character and genuine interests/passions

REFERENCES AVAILABLE UPON REQUEST