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Talent Strategist & Communicator

Strategy Embolden, excite, and emancipate people to grow better workplaces.
Communications Transform complexity into accessibility for greater impact.
Leadership Multiply talent. When others succeed, I succeed. And vice versa.

EXPERIENCE

The Starr Conspiracy (*Marketing agency for human capital brands*) *Ft Worth, TX*
Practice Leader, Content Strategy & Thought Leadership *6/17 - Present*

- **Consulting:** Leverage human resources insights and trends to advise clients on integrated marketing communications strategies and campaigns.
- **Thought Leadership:** Develop clear, compelling, and differentiated positions for clients.
- **Content:** Conceive and produce full range of multimedia assets, including e-books, white papers, webinars, videos, infographics, case studies, and guides.
- **Research:** Analyze data to originate powerful messages that enable HR brands to connect emotionally with stakeholders.
- **Collaboration:** Partner with creative, accounts, digital, and media teams for meaningful results.

Prudential Financial (*Fortune 50 multinational financial services company*) *Newark, NJ*
Manager, Talent Engagement *3/15 - 1/17*
Manager, Talent Management Marketing & Communications *10/14 - 3/15*

- **Employee Engagement:** Led companywide strategies to engage employees around learning and development, leadership, performance management, and wider HR programs.
- **Internal Communications:** Designed integrated communications strategies, as well as delivered training sessions, to elevate talent.
- **Culture Transformation:** Shifted enterprise from a push to a pull learning culture by motivating 20,000 colleagues to view development not as eating vegetables but enjoying dessert. Also helped devise new leadership development strategies and programs.
- **Raised Standards:** Increased intranet engagement by formulating new standards to make content interesting, interactive, and impactful, with a focus on real people, real stories, for real impact. The results:
 - 1 in 3:** Number of Prudential's most-viewed intranet articles I authored.
 - 40%:** My intranet stories achieved 40% more views per article than all other pieces.
 - 7,000:** Clicks garnered by a tool I created to help employees match skills with learning options.
 - 32%:** Click rate from an email campaign I launched around continuous learning.
- **Digital Development:** Managed corporate intranet, HR for HR portal, and all-employee digital newsletter, for which I introduced a new metrics system to assess engagement and steer decision-making. Also led editorial and operational meetings to drive strategies for internal web properties.
- **Multimedia Management:** Created emails, events, webinars, articles, guides, presentations, webcasts, podcasts, and videos (several involved close work with CEO/chairman).
- **Cross-Functional Leadership:** Forged internal and external alliances to align goals among senior executives, HR and learning leaders, vendors, employee resources groups, and other stakeholders.

The Conference Board Review (*Thought-leadership print and online magazine*) *New York, NY*

Senior Editor	7/08 - 6/14
Associate Editor	9/04 - 7/08
Assistant Editor	5/01 - 9/04
Assistant to the Editor	7/00 - 5/01

- **Editorial:** Wrote and edited content, including 12 cover stories, on an array of HR topics, such as performance management, talent development, leadership, diversity, retention, compensation, wellness, and corporate psychics (they'd have seen that one coming).
- **Content:** Generated a wide range of feature articles, short pieces, blog posts, essays, sidebars, columns, and reviews. My hand was on almost every magazine page.
- **Modernizing:** Strategized with art, web, and editorial to redesign print and online journal numerous times to adapt to changing business environment and build greater social and digital presence.
- **Management:** Recruited, oversaw, and assigned work to team of writers, guiding them through an editorial process of multiple drafts to yield stellar content.
- **Interviews:** Wrote 47 Q&As and spoke to hundreds of top business and thought leaders, from C-suite executives to — name dropping follows! — attorney Gloria Allred, publishing guru Dennis Felix, and former *New York Times* ethicist Randy Cohen.
- **All the Other Stuff:** Evaluated queries, sourced excerpts, negotiated contracts, and penned promotions.

EDUCATION

- Bachelor of Science, Marketing Communications, Fashion Institute of Technology, State University of NY
- Associate in Applied Science, Fashion Design, Fashion Institute of Technology, State University of NY
- Certificate in Journalism, New York University

THERE'S MORE...

DisruptHR, Co-Organizer & Speaker

- **Event Planning:** Orchestrate events for New York chapter of organization to energize and inform HR and business leaders, as well as build local HR community.
- **Speaking:** Deliver provocative talks — injecting Madonna, cats, and '80s shows into presentations has yielded terrific feedback. Audiences have rated highly all five presentations I've given.
- **It's Not All About Me:** Source, vet, and coach speakers to help them give insightful talent presentations.

Writing

- **Blog:** Regularly write about talent on my WordPress site, vadimliberman.com, a renegade guide to work.
- **Freelance:** Wrote more than 550 features articles, interviews, short pieces, blog posts, columns, essays, reviews, and other print and online content. Outlets include Inc.com, *Time Out New York*, *The Village Voice*, *Out*, TLNT.com, TheMuse.com, FlyerTalk.com, *Instinct*, various guidebooks, and more.

And by the Way...

- **Talking Talent:** I enjoy exploring workplace topics with anyone who'll listen, and often those who won't!
- **Mentoring:** Participated in a New York University program to mentor first-generation college students.
- **More Details:** I'm conversant in Russian, fight hard to preserve the serial comma, do my best to bust bureaucracy, and believe that reality TV offers vital lessons on work and life.
- **Adding Value:** I hope the end of this résumé will spark the beginning of a great conversation. Let's discuss how I can add value to your company by combining my diverse experience tackling workplace issues as a practitioner, reporter, pundit, and advocate.