

TESSE LOVELESS

• People & Culture Professional •

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ABOUT ME

I'm creative, empathetic, meticulous, and – to quote Einstein – I'm passionately curious.

I like to help organizations tell their stories, find and care for their people, and accomplish work that matters.

I'm committed to creating a better world for everyone. #together

EDUCATION

2021 • Employer Branding College Certificate, Employer Brand Leadership

2010 • Miami University
Global & Intercultural Studies

CliftonStrengths Top Profile:

Connectedness | Empathy | Intellection | Input | Developer

EXPERIENCE

Mercy Ships

Talent Brand Manager (remote) • 2019 - Current

- TB Manager for a global humanitarian healthcare nonprofit. My team reports to People & Culture and coordinates with 16 satellite teams to support staffing & retention for a) our Texas headquarters and b) two hospital ships in West Africa.
- Talent Branding - Experience: HR project manager responsible for directing strategy for recruitment marketing (social, ads, etc.), UX/UI, email marketing (Pardot: 45k leads), etc.
- Talent Branding - Engagement: stakeholder for HR strategies to foster engagement through internal comms, appreciation & recognition, surveys, DEI initiatives, etc. Programs; CREW Swag program, Talent Community program (5k members), and global Alumni program (5k members).

Talent Brand Strategist • 2018 - 2018

- Recruitment Marketing: Responsible for crafting or conferring on all significant messaging targeting leads and applicants via social media, website, and ads.
- Social Media Administrator for LinkedIn and Facebook. Doubled LinkedIn follower metric within 24 months.
- Community Manager for myMercy, our social platform for talent with 8k users.

Operations Recruiter • 2015 - 2017

- Recruited for 100+ cyclical volunteer positions for our hospital ship in West Africa.
 - Annual Goal Achievement: 2017 - 106.6%, 2016 - 112%
 - Other responsibilities: Social Media Management - LinkedIn. Community Manager for myMercy. Recruitment Events & Networking: Attended 5-7 events/year.
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EXPERIENCE CONT.

Gulf Coast Regional Blood Center

Donor Recruitment (remote) • 2014 – 2015

- Territory manager for community blood drives to meet blood quota needs of area hospitals. 2014 Goal Achievement: 103%
- Responsible for sourcing community businesses as blood drive hosts and recruiting blood donors. Engaged 100+ volunteer accounts while planning/operating 20+ events per month. Donors recruited via social media, traditional marketing, etc.

Carter BloodCare

Donor Recruitment • 2010 - 2013

- *same responsibilities as above position.*

Millennium Challenge Corporation

Intern • 2009

- MCC is an independent U.S. Government foreign aid agency based in D.C.
- Department of Compact Implementation: Division of Technical Support

SKILLS

Talent Branding Strategy

Recruitment Marketing

Employee Experience (EX)

CRMs (Salesforce & PDS' Vista)

Copywriting & Copy Editing

Internal Communication
