# Talent Brand Leader

known for blending agency boldness with corporate scale

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### Global recruitment marketing leader and culture storyteller

Creative Director with 20+ years leading brand transformation across global corporations, agencies, and high-growth businesses. I merge design, storytelling, and digital strategy to build modern, human-centered brands that drive engagement and business impact. Known for elevating employer brands, crafting executive narratives, and delivering creative systems that scale across teams, platforms, and cultures. I bring the energy of an agency creative with the discipline of a corporate leader, delivering work that is visually compelling, strategically grounded and built for real-world results.

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| **The truth behind talent branding** | **Most companies tell one story externally and live another internally.** Candidates feel the mismatch. Employees feel the friction. And the organization pays for it in turnover, disengagement, and a talent brand that slowly loses credibility. I bridge that gap. I identify the real culture, the lived experience of your employees, and turn it into a clear, human narrative that strengthens trust, attracts the right people and supports the employee experience from the inside out.<br><br>I believe that employer branding should be focused on two things: recruitment marketing (external) and culture (internal). And the two should align! |

## PROFESSIONAL EXPERIENCE

**Eaton Corporation** • 2018 - Present • Remote

### Global Creative Director, Talent Brand (2022 - Present)

- Directed the global creative vision for Eaton's Employer Value Proposition, orchestrating six photo shoots across multiple continents to build an authentic, employee-centered brand narrative.
- Drove a **99% surge in applicants** and a significant rise in candidate quality through modernized creative systems, refreshed messaging, and elevated visual storytelling.
- Produced a comprehensive EVP brand guidebook and **200+ creative assets**, establishing a scalable design ecosystem used across Eaton's global footprint.
- Redesigned and developed the careers site experience in Adobe Experience Manager (AEM), overseeing the translation of **16 pages into 32 languages** and improving usability, consistency, and engagement worldwide.
- Led a yearlong project to shift the internal culture through the strategic design and development of the Eaton Culture Model; from distilling focus group data to deployment to several polished assets.
- Pushed creative boundaries by experimenting with new formats, techniques, and cross-channel storytelling to strengthen employer brand resonance.

**Skills:**

- Employer Brand Strategy
- EVP Development
- Recruitment Marketing
- Paid Media & Programmatic Advertising
- Talent Acquisition Partnership
- Leadership & HR Collaboration
- Culture Insight & Employee Listening
- Internal Communications Alignment
- Career Site Strategy & UX
- Content & Messaging Architecture
- Campaign Development & Activation
- Employee Experience Support

### Senior Designer, Content Creator (2018 - 2022)

- Partnered with C-Suite and HR leaders to transform complex ideas into clear, compelling visual narratives that elevated executive communication.
- Boosted leadership engagement through innovative branding for the LeaderX program, achieving **80% leadership participation** and **40% email engagement**.
- Strengthened organizational leadership capabilities and enhanced the CHRO's reputation through design thinking, storytelling, and high-impact presentation design.
- Led the creation of polished presentations and graphics for HR and executive teams, supporting strategic decision-making in succession planning and leadership development.

## **Ravel Brands** • 2003 - Present • Remote, Fractional (Part-time)

### Creative Director

- Lead and mentor a cross-functional team (PM, Copywriter, Designer, Developer, SEO Specialist)
- Oversee **brand strategy, naming, voice, and storytelling**
- Ensure consistent brand messaging across all creative outputs
- Direction and design of logo and all supporting brand elements
- Design and develop custom website experiences and WordPress builds
- Integrate new features and functionality into existing digital systems
- Clients include: Pro athletes, NYT best-selling author, award-winning filmmaker, public figures, etc.

## **Creative Velocity Agency** *(formerly Connect Branding)* • 2013 - 2018 • Remote

### Creative Director

- Directed **28+ concurrent projects** while leading a multidisciplinary team of six creatives (designers, developers, copywriters) and three project managers.
- Rebuilt the agency's design workflow across seven phases, introducing the "P7 Project Plan" to streamline timelines and improve efficiency.
- Presented and pitched creative concepts to clients, articulating strategic rationale and guiding brand direction with clarity and confidence.

## **OptumRx, United Healthcare** • 2010–2013 • Remote

### Marketing Specialist

- Designed presentations that simplified complex specialty pharmacy benefits, making chronic condition and high-risk medication information accessible and compelling.
- Supported sales growth and client retention through strong visual storytelling and slide deck development.
- Led a project to enhance welcome kits for millions of members, resulting in increased enrollment in PBM services through improved clarity and user experience.

## Early Career

Marketing Specialist
**Anthem Blue Cross Blue Shield**

## Education

Coursework toward a Bachelor of Science Degree in Web Design and Interactive Media
**Art Institute of Pittsburgh (Online)**
*Note: I did not graduate; feel free to ask me about this.*

## Technical Skills

Microsoft Office (Outlook, Word, Teams, Excel, etc.), Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate, Premiere Pro), Figma, WordPress, Dreamweaver, Webflow, Joomla, Adobe Experience Manager, Final Cut, After Effects, Monday, Asana, Slack, Google Workspace, HTML, CSS

## Co-workers have said...

"Recognizing her **above-and-beyond contribution to the EVP** work over the last year. Especially remarkable was the creation of the brand book that she took on and designed, giving life to how our EVP will be used across our global footprint. Her willingness to challenge how we have usually approached branding, bringing new and especially creative strategies, made this campaign feel modern and real in the eyes of our target audience."

***- Jackie M., VP, Global TA, Eaton***

"Phenomenal job on the EVP design work! Everything looks amazing - from the SharePoint site to the flyers, and everything in between! **Your work has elevated our EVP and EB campaign to stand out among all other companies.** Great job and I can't wait to see what else she creates this year!"

***- Kristin O., Global Employer Brand Manager, Eaton***

"**Heroic project leadership!** Larissa did an amazing job kicking off the LeaderX project, keeping it on time, and keeping all tasks (small and large) in check! She has a way of making each contributor on the team feel like they have your attention and always respond promptly. It has been great working with her on LeaderX and I am excited to see how it grows and where it leads!"

***- Brooke V., Manager of Culture and Org Effectiveness, Eaton***

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Authority Magazine

Larissa was interviewed by Authority Magazine about her take on AI in the creative industry. + read article

DESIGNRUSH

A custom web design by Larissa was featured on DesignRush. + read article