

KATRINA HONER

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A solutions-oriented program leader with 9 years of digital marketing, event marketing, and project management experience, with a proven track record of driving operational efficiency company-wide and building and scaling impactful employee programs and resources to attract, retain, and engage talent across tech, startup, and localization industries.

SKILLS

Project management: Asana, Airtable, Notion, G Suite, Lean Six Sigma, Agile Methodologies, Loom, Clickup

Content and Creative: Adobe Creative Suite, Articulate (RISE), Canva, Audio/Video Editing, Social Media, iCIMS

Events Management: Hopin, Streamyard, Splashthat

COMPETENCIES: Program and Project Management, Content Creation and Management, Enablement and Training, Talent Marketing, Event Management (Virtual, Hybrid), Internal Communications, Operational Excellence & Effectiveness, Translation and Localization

CERTIFICATIONS: Google's Foundations of Project Management (In-progress), LinkedIn Learning: Operational Excellence Foundations - 2021

TRAINING: 480+ hours of classroom mentoring and teaching experience, where I designed and facilitated 90 career and personal development workshops for over 225 first-year college students.

EXPERIENCE

TWILIO

San Francisco, CA (Remote)

Global Program Manager, Employer Brand & Recruitment Marketing

09/2022 - 02/2023

- Operationalized cross-departmental workstreams by 21% by developing a content management governance structure for our internal tech stack, based on employee survey data about knowledge gap roadblocks.
- Owned a portfolio of talent acquisition projects and respective marketing calendars where I designed a reporting dashboard that streamlined program statuses, and a monthly project reporting cadence in Asana, that resulted in consistent and effective ROI updates for executive leadership.
- Strengthened partnerships between hiring managers and recruiters, and removed ownership ambiguities, by seeking alignment from Legal and HR stakeholders to update our internal job postings guide with a new RACI matrix.
- Partnered with Talent Management to design and host a global career development workshop which influenced the company-wide adoption of a simplified "Smile File" performance management document I crafted.

Programs and Enablement Specialist, Employer Brand & Recruitment Marketing

09/2021 - 09/2022

- Pioneered Twilio's first employee ambassador program and associated training that attracted 300 sign-ups and 70 onboarded ambassadors. The program led to increased employee engagement on social media and user-generated content by 10%. The training received an average 4.9 rating out of 5.
- Spearheaded the 6-month-long project to redesign Twilio's careers page to align more closely with our anti-racism and Remote First philosophies by distilling the web team's and DEI teams' expectations that resulted in increased on-page viewership by 4%.
- Raised our candidate experience survey score in less than three months where I implemented a process evaluation and continuous improvement plan for humanizing and updating our candidate outreach templates bi-annually.
- Oversaw creative agencies and vendors to activate our Employee Value Proposition through a global hybrid photoshoot to showcase non-linear career journeys that contributed to the highest amount of our landing page views earned in 2021.
- Contributed to the successful implementation of a recruiting campaign for the Japanese office by localizing our top-performing blog posts into Japanese and drafting talk tracks and social media assets for local leaders to cascade down to their teams, which lead to a 2% increase in applications.

Coordinator, Employer Brand & Recruitment Marketing

11/2020 - 09/2021

- Analyzed candidate feedback and hosted focus groups to advocate for, and successfully implement, a digital global interview guide to demystify our interview process. It ranked in over 250K+ views in less than six months.
- Collaborated with the VP of TA to streamline internal department communications where I designed, drafted, and distributed a new quarterly newsletter which increased email open rates by 8%.
- Partnered with the Marketing PMO to successfully roll out a global template library where I suggested project documentation for harmonization, and revised those documents, for cross-departmental use.
- Optimized brand awareness and increased intern applications for the Emerging Talent team through a content strategy that focused on capturing intern testimonials to be repurposed into shareable social media content throughout the year.

Program Coordinator, Recruiting Events & Partnerships

06/2020 - 11/2020

- Coordinated a successful Sales recruiting event, where I booked a high-profile female gamer turned sales leader and devised an integrated marketing campaign for the event, which resulted in 28 applications and 3 hires.
- Managed 20+ diversity partnerships and saved our department \$35,000 by negotiating multi-media content scopes in contracts that guaranteed low-lift, low-cost efforts for Twilio, and high-impact, large brand exposure for our partners.

PEOPLE GROVE

San Francisco, CA (Hybrid)

Growth Marketer & Events Manager

09/2019 - 04/2020

- Streamlined team questions about event logistics with the creation of a playbook that outlined talking points, marketing strategies, and set-up/tear-down guidance.
- Strategically coordinated all event logistics (shipping materials, booking vendors, negotiating contacts, drafting project plans) for 13+ annual conferences across the United States.

WELOCALIZE LIFE SCIENCES

Irvine, CA (Hybrid)

Global Localization Program & Customer Success Manager

10/2017 - 09/2019

- Led, grew, and managed a local and remote team of 15 project managers, owning and redesigning onboarding training, career development plans, and ongoing PM training.
- Owned a portfolio of 120 Clinical Research accounts and was recognized for winning RFPs annually by identifying opportunities for client cost savings and translation improvements that beat our competitors.

Senior Localization Project Manager

03/2016 - 10/2017

- Appointed Subject Matter Expert (SME) where I collaborated with C-level executives and mitigated client escalations by 40% by spearheading the creation of a client-style and expectation guide.
- Partnered with our Director of Quality Assurance to design an article taxonomy, file naming nomenclature, and article folder structure for our intranet, which contributed to harmonized and ISO-approved documentation maintenance.

Localization Project Manager

06/2014 - 03/2016

- Managed over 700 small, medium, and large-scale concurrent projects through the full project life cycle, (schedule setting, quality assurance, allocating resources) varying in scope and deliverables with a 90% on-time delivery rate.

LEADERSHIP EXPERIENCE

Twilio San Francisco Hub

San Francisco, CA

Global Communications Lead

01/2022 - 01/2023

- Harmonized our internal communications strategy across email, Slack, and our Wiki for our Hub of 1200+ SF employees, which led to a 6% increase in satisfaction regarding timely communication about events.

Twilipinos ERG

San Francisco, CA

Global Content & Communications Lead

01/2021 - 01/2022

- Enabled peer-to-peer learning, in alignment with our DEI strategy, by facilitating a monthly spotlight program for community stories, which received the second-highest NPS score out of all ERG-sponsored programs.

EDUCATION

UNIVERSITY OF CALIFORNIA, RIVERSIDE: BS in Anthropology, BA in Psychology