

JOEY WOHLHIER

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EDUCATION

MS, Strategic Communication 2022

BA, Spanish (Concentrations: Journalism, Telecommunications) 2005

Butler University, Indianapolis, IN

PROFESSIONAL EXPERIENCE

Employer Brand Strategist *January 2024 to present*

Recruitment Communications Specialist (Social/Digital) *July 2022 to January 2024*

External Communications, Pacific Northwest National Laboratory (PNNL), Richland, WA

- Developed and executed the Lab's first-ever, persona-based strategies for external-facing employer brand messaging, stewarding content through 20 channels including career platforms, email marketing, social media, web, and college/university outreach—using both paid and organic means—supporting institutional business objectives, incorporating the Employer Value Proposition, and addressing recruitment priorities.
- Fostered ongoing project collaborations between Comms, Human Resources, Talent Acquisition, Office of STEM Education and Workforce Development, researchers, engineers, interns, and additional staff.
- Increased the ratio of people-focused stories across all social content from 5% in FY22 to 45% in FY24.
- Produced 1.7K social posts with 4M+ lifetime impressions, 253K engagements, and a 6.3% engagement rate.
- Launched LinkedIn and Talent Community email newsletters in FY25 (26K+ and 14K+ subscribers).
- Constructed and promoted 7 recruitment events that featured 200+ staff, totaled 6.1K+ attendees, and led to successfully hiring for 83 difficult-to-fill positions.
- Established accessibility requirements and spearheaded content compliance across all channels.

Communications Specialist and Recruitment Assistant *January 2019 to June 2022*

Office of Career and Professional Success, Butler University, Indianapolis, IN

- Built messaging strategies by reverse engineering behavioral change and revenue needs, as well as tailored content to span three, distinct audiences: faculty/staff, students/graduates, and employers/recruiters.
- Increased social media audience engagement 300% over the course of three years using Hootsuite, Mailchimp, and link tracking to guide the development and posting of relevant, interactive content.
- Supported 2K+ employers and graduate schools annually with in-person and virtual recruitment.
- Produced 17 career fairs/events and all related advertising and public relations campaigns. Generated \$125K in revenue with limited ad spend.
- Managed communications interns, student assistants, and university's on-campus student employment.
- Initiated projects with marketing and communications, diversity center, study abroad, disability services, and provost's office, including successful equipment proposals worth \$40K.

Communications and Administrative Specialist *February 2014 to January 2019*

Departments of Modern Languages and Marketing & Communications, Butler University, Indianapolis, IN

- Utilized intercultural competencies to manage departmental communication amongst 30+ faculty hailing from more than 15 countries globally, as well as 2K+ annual student enrollees.
- Coordinated creation of 15 internship courses, two academic majors (Chinese and Multilingual), two lecturer positions, a new tenure-track faculty position (German), and \$30K in facilities upgrades.

Patient Advocate and Online Social Community Manager *February 2011 to February 2014*

Global Healthy Living Foundation, Upper Nyack, NY

- Produced advertising campaigns, collecting data to monitor ROI and adjust spending.
- Served as graphic designer, audio/video and web producer, and copy editor for organization initiatives.