

Bethany Aster

Human Resources Generalist

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Santa Barbara, CA

[LinkedIn](#)

HR generalist improving recruitment, hiring, and training processes for 20+ years, harnessing a vast knowledgebase, management expertise, and systems optimization. Attention to policies and laws, active research and implementation of department enhancements, and a metrics-driven approach will ensure BookEnds retains qualified, exceptional employees for years to come.

WORK EXPERIENCE

Tafapolsky & Smith LLP - HR Generalist

April 2017 - current

Santa Barbara, CA

- Delivered hiring practices that utilized industry data to improve new hire work output, enabling 6 new employees to handle the workload of 7
- Spearheaded recruitment program, enabling competitive hiring practices, resulting in higher morale and productivity and reducing \$56K in annual hiring expenses
- Developed scheduling system, assigning 80+ shifts and workloads with Asana software
- Prepared and provided equity, sexual harassment, safety, and ethics training 2 times a year
- Complied with 100% of local, state, and federal laws and recommendations

Lucas Group - HR Generalist

October 2012 - April 2017

Santa Barbara, CA

- Enhanced hiring systems, reducing \$23K in associated costs, reducing new-hire turnover
- Handled all aspects of work performance monitoring, resulting in an 8% boost in productivity
- Attended 3 annual events to enhance HR practices and ensure employee job satisfaction
- Implemented employee recognition program, leading to a 12% drop in resignations

SuperMoss - HR Recruiter

January 2002 - October 2012

Santa Barbara, CA

- Restructured employee recruiting plans, emphasizing social media and other modern funnels that increased job visibility by 710%
- Collaborated with 3 departments to create online application systems and job descriptions
- Enacted college guest-lecture programs featuring staff, increasing interns by 40%
- Crafted recruitment targets, exceeding the number of qualified applicants by 29% in 2011

EDUCATION

University of California Santa Barbara - Bachelor of Arts, Human Resource Management

1993 - 1997

Santa Barbara, CA

SKILLS

- PHR Certification; ATS (Workday, Jobvite); Compensation & Benefits; Payroll; Performance Management