C.H. ROBINSON

Accelerating Advantage Recruiting

Overview

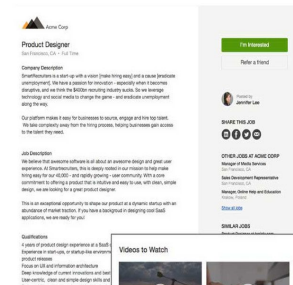1 Promotional Items

2 QR Code

3 Promotional Job Videos

4 Job Postings

Questions?

[Item Examples](#)	[Job Boards](#)	[Office Comparison](#)
[Promotional Items](#)	[How this Differentiates](#)	[Cost Analysis](#)
[QR Code](#)	[Diversity](#)	[SWOT Analysis](#)
[Why Videos](#)	[Diversity Quote](#)	[Conclusion](#)

Promotional Item Examples

Frisbee

- Large imprint area
- Promote fun (good brand association)
- Exposure

Stress Ball

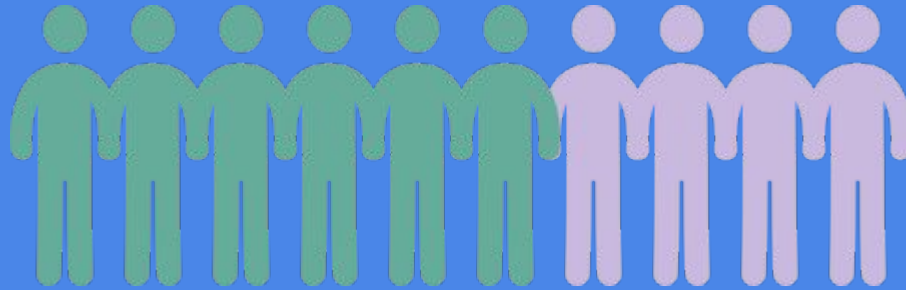- Positive affiliation with customer (relieved stress)
- Multiple uses

Pen

-50% of U.S. consumers own logoed writing instruments
- Repeated use

Americans own 1-10 promotional products

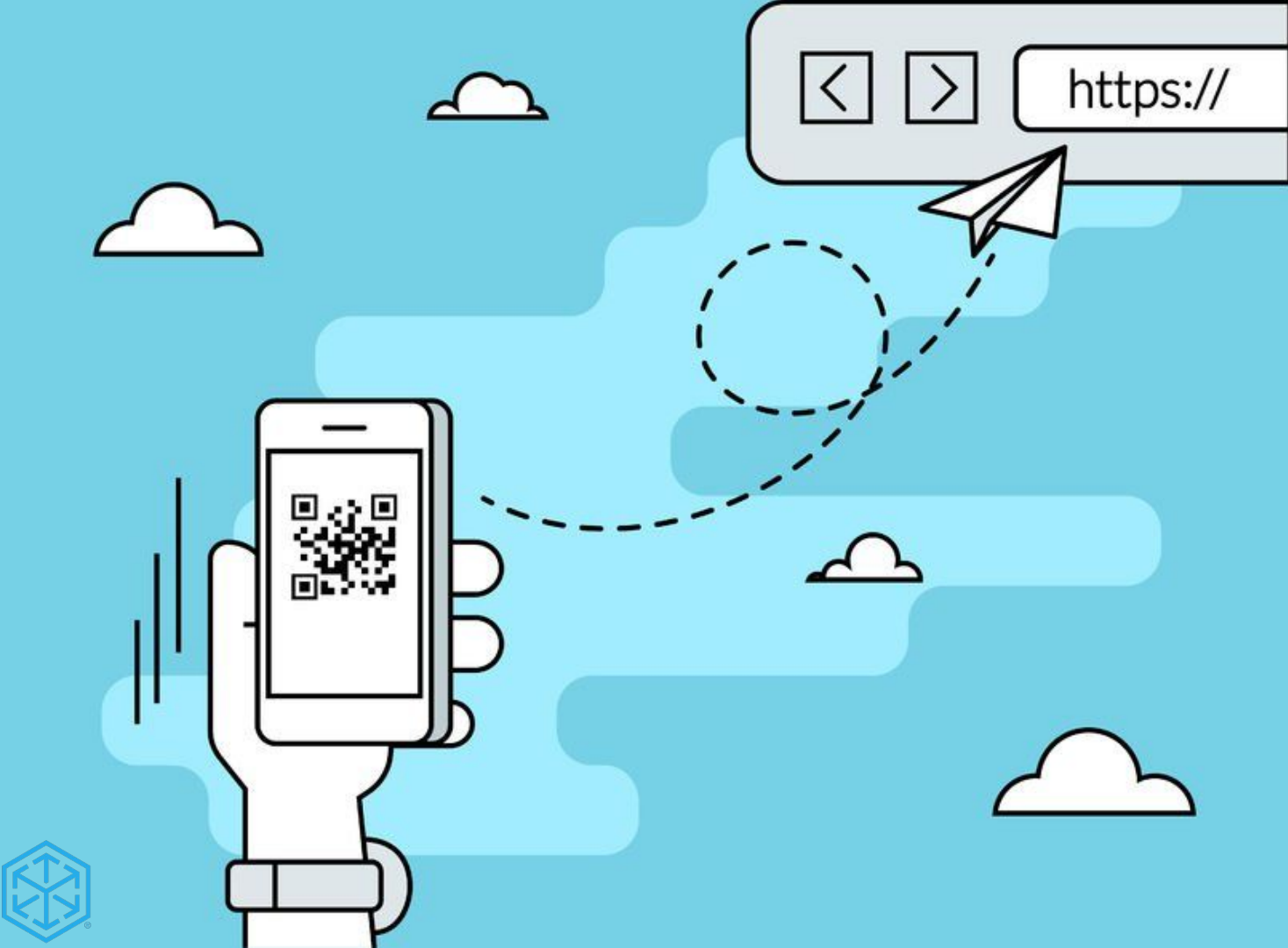Keep promotional items for up
to two years

85%

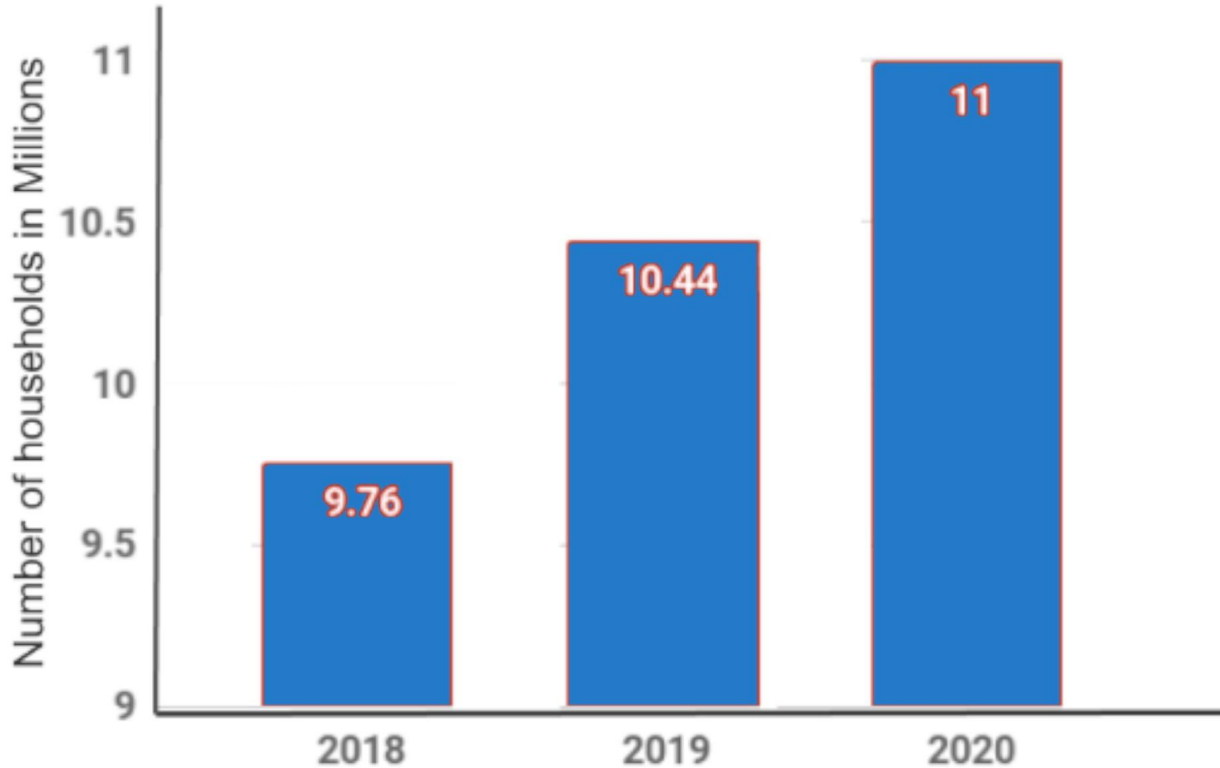of people do business with a company after receiving a promotional item

89%

of people can recall the advertiser 2 years after they receive a product

Number of Households in the United States that Will Scan a QR Code

Why Videos?

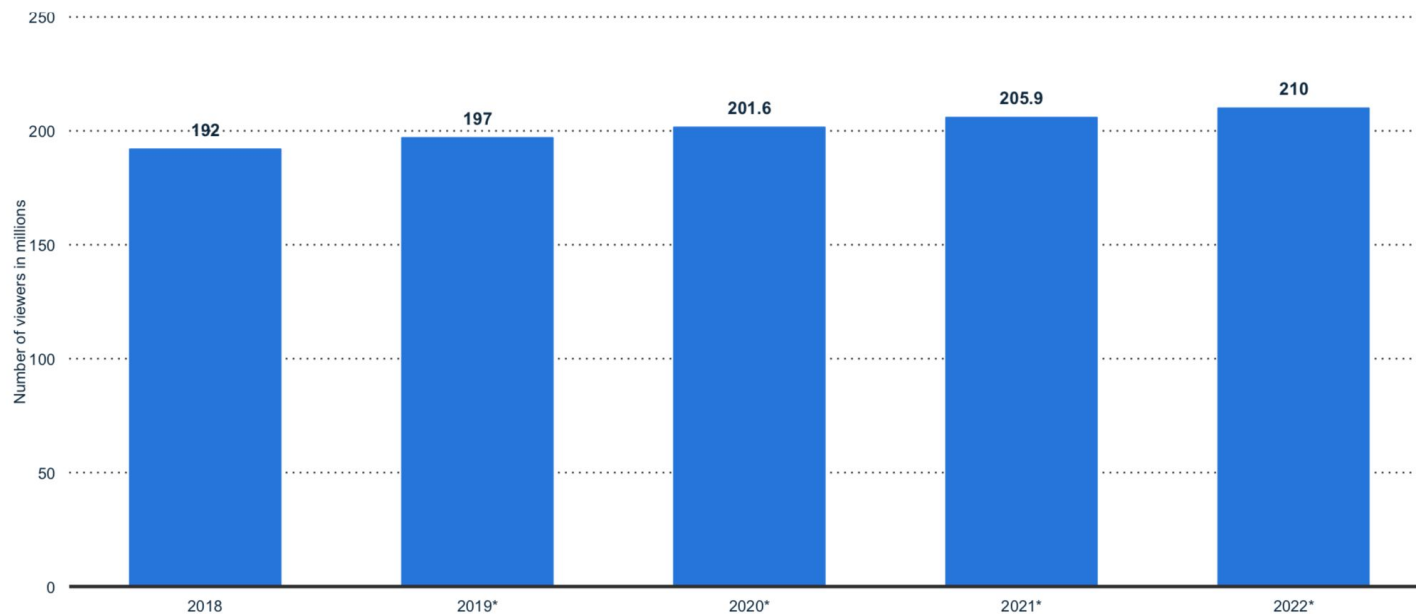00:00:00:14

REC

Number of YouTube viewers in the United States from 2018 to 2022 (in millions)

YouTube viewers in the United States 2018-2022

DATE 4/1

indeed

**Automation Solutions Developer**
C.H. Robinson - Eden Prairie, MN

Apply On Company Site

The **Automation Solutions Developer** will deliver automated solutions to our North America division. In this role, you will develop and design automation solutions; work collaboratively with team members to effectively implement and deploy these solutions; monitor and track ROI of each solution and establish processes to continuously monitor and upgrade. The ideal candidate can comprehend complex business processes, utilize structured problem solving to create automated solutions and communicate effectively with a wide variety of stakeholders.
The role will be a member of the newly created Automation Lab and will report to the Automation Lab Manager.
Responsibilities:

Day in the Life

https://www.youtube.com/CHRobinsonWorldwide/day_in_the_life

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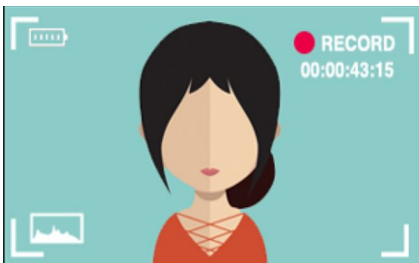
glassdoor

CH Robinson Worldwide Inc 3.3 ★
Software Engineer (Full Stack)
Eden Prairie, MN
$45K-$97K (Glassdoor est.) ⓘ

Apply Now   **Save**

Job   Company   Rating   Salary   Reviews   Benefits

C.H. Robinson is transforming the logistics industry and we're looking for passionate, driven, Full Stack Software Engineers to help deliver our vision. As part of Global Forwarding team, you'll work with a group of talented engineers to expand our international business. You'll be an integral part of a 6-8 person development team responsible for architecting, developing, and deploying applications using the latest frameworks, languages, and tools available.

Day in the Life

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https://www.youtube.com/CHRobinsonWorldwide/day_in_the_life

Responsibilities:

- Build modern, responsive and intuitive applications
- Design and develop applications that meet data integrity, performance, business and security objectives
- Participate in high level solution and design discussions
- Design relational databases
- Participate in an Agile development practice
- Maintain knowledge of emerging technologies and using those technologies to solve business problems
- Adhere to team coding standards
- Participate in both sides of mentor/mentee relationships

Required Qualifications:

- 2 years software development experience

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ACCOUNT EXECUTIVE (JUNE 2020 START)

Apply Now   **Save Job**

Job ID | req13495-1
Address | 901 West Carondelet Drive, Kansas City, MO, United States, 64114

New Hire Training class starts June 2020!

As an Account Executive, you'll help potential and current customers find innovative solutions to their supply chain challenges. You'll proactively reach out to prospective customers to win new business, and drive account growth within your customer portfolio. Our comprehensive portfolio of logistics services, global technology platform, and extensive network of supply chain experts provide the tools and resources needed to engage prospects and continually develop relationships. By providing an exceptional customer experience, you'll see growth in your sales results, customer base, and pay.

Our commitment to you begins on day one with our dynamic and comprehensive onboarding program. This interactive training will to

Day in the Life

https://www.youtube.com/CHRobinsonWorldwide/day_in_the_life

Responsibilities:

- Engage prospects, develop new relationships and close sales through various techniques, including industry and customer research, cold calling, responding to company-generated leads, and referrals (80-100 outbound calls per day).
- Create solutions utilizing our vast portfolio of logistics services to meet customers' needs.
- Remain in constant contact with customers to ensure their day-to-day and long-term needs are met and drive account growth.
- Build and grow strong relationships with contacts at multiple levels within customer organizations.
- Partner with internal operational teams to create solutions, develop pricing strategies, implement solutions, and identify future customer growth potential.

Required Qualifications:

- High school diploma or GED

Preferred Qualifications:

- Passion for sales and building customer relationships
- Ability to persuade, motivate, influence and negotiate with others
- Driven, enthusiastic, self-motivated, and results-focused
- Ability to work in a team environment, while also delivering independent results
- Excellent verbal and written communication skills
- Commitment to excellent customer service

How This Differentiates You

UPS Supply Chain

access to leadership staff and mentors, as well as world-class training to broaden and develop skills. This internship program provides an excellent learning environment and UPS is seeking talented interns who are excited to learn new skills and aren't afraid to tackle big projects.

Responsibilities And Duties
- Completes assigned project from developing project plan, to identifying tasks and milestones and implementing big ideas
- Provides fresh insights to project team by participating in the team's ongoing processes and activities
- Presents analysis, insights and deliverables to senior staff at the end of the internship, communicating the impact of their project outcome to UPS

Knowledge And Skills
- Must be a rising college junior or senior, or recent graduate within the last 24 months, upon starting internship
- Must be available to work 35-40 hours per week
- Business Management, Finance, Logistics, Marketing, Sales, Industrial Engineering, Supply Chain, International Business or Information Systems majors - Preferred

UPS is an equal opportunity employer. UPS does not discriminate on the basis of race/color/religion/sex/national origin/veteran/disability/age/sexual orientation/gender identity or any other characteristic protected by law

XPO

What you'll do on a typical day:
- Participate in all stages of front-end web development
- Work with a fast-paced, extremely talented team that values collaboration and delivers high-quality results
- Develop software using technologies such as Angular 8+, C#, .NET core, JavaScript, HTML, CSS, Elastic Search, Kafka and more
- Act as a catalyst to building frameworks and supporting application infrastructure
- Participate as an active member of the Enterprise Architecture team to develop and support complex distributed systems
- Apply best coding practices and standards
- Assist with the development of APIs to support web applications
- Work in an agile startup environment with daily standups and continuous integration

What you need to succeed at XPO:

At a minimum, you'll need:
- Background or education in a related field
- 2 years of relevant coursework

It'd be great if you also have:

JB Hunt

United States of America

State/Province

Ohio

City

Dublin

Full/Part Time

Part time

Job Summary

Job Description:

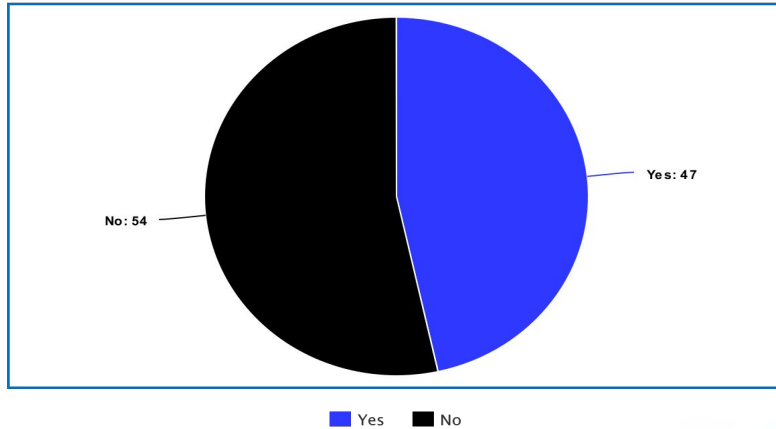Responsibilities

Minimum Qualifications

Education

Work Experience:

This also highlights diversity!

Do you consider diversity when applying for a job?

No: 54

Yes: 47

Yes ▮ No ▮

meta-chart.com

47% of young people look for diversity in a company during job searches

Which your company has expressed as a necessity!

"I think that creating an inclusive workplace is grounded in our people—the great people we have working for us at all of our 281 offices around the world. We want all of our employees to feel empowered and respected. When we provide a supportive work environment, employees can be more innovative and creative. This leads to better solutions for our customers, carriers, and growers."

-Angie Freeman, Chief Human Resources Officer

You would also show off your company culture!

CH Robinson   VS   XPO Logistics

Implementation Costs	Costs Associated	Price Includes	Times Paid
Merchandise	$965	• 300 pens for $75 • 500 frisbees for $445 • 500 stress balls for $445	Per Recruiting Visit or while supply lasts
QR Code	$12.50 Monthly	• 50 different QR Codes • Unlimited Scans	Monthly Fee
Video	$1000	• Film Videos • Edit Videos • Post Videos	One time fee

Total Start Up Costs: $1977.50
Monthly Costs: $400*
*Depending on use of merchandize

S

1. One of the Largest logistics service provider
2. Network of more than 235 offices worldwide with workforce of approximately 8500 employees
3. Excellent brand presence and service to customers

Use these statistics to wow possible employees

W

1. Brand to Brand Company
2. No Loyal Customer Base
3. Weak Social Media Presence

Develop an Implementation Plan to target these areas

O

1. Develop Social Media Presence
2. Recruit Possible Employees through a new means of job recruiting
3. Increase brand loyalty

Achieve these opportunities through Our Marketing Campaign

T

1. Recruits don't follow through
2. Videos are too long
3. Employees are unprepared for job qualifications

Perfect all parts of this marketing campaign to mitigate risks of threats