

NIC SCHWORER

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[GitHub](#) | [Portfolio](#) | [LinkedIn](#)

EDUCATION

Columbia University, New York, NY
Columbia Engineering Coding Bootcamp

January 2021

Truman State University, Kirksville, MO
Bachelor of Arts in Business Administration, Marketing

Spring 2014
GPA: 4.0/4.0

EXPERIENCE

Facebook, Menlo Park, CA

Summer 2018 – Present

TALENT SCOUT, UNIVERSITY RECRUITING

- Responsible for Data Science and Data Engineering recruiting strategy on key campuses with a focus on diversity sourcing, innovative engagement, and impactful experiences
- Cultivated relationships with client's senior leadership to tackle recruiting challenges and improve recruiting processes
- Manage a candidate pipeline of ~1K candidates annually across two roles and four positions while maintaining a positive candidate experience and increasing DSA metrics at the initial stages of the recruiting process
- Built a new sourcing strategy specific to PhD candidates in partnership with senior leaders in the Analytics organization
- Facilitate continuous design thinking projects among the entire Analytics recruiting team to streamline process and improve candidate experience
- Implemented an annual experiential learning program (FB Data Challenge) for underclassman to learn more about data analytics and build the skills necessary to be successful in the analytics field

Hallmark Cards, Inc., Kansas City, MO

COLLEGE RECRUITER & INTERN PROGRAM MANAGER

Winter 2016 – Summer 2018

- Own campus recruiting strategy and internship program to ensure a positive ROI for interns and the company
- Manage relationships and programming with ~25 campuses and several student organizations including Management Leadership for Tomorrow (ml4t.org) and Enactus (enactus.org)
- Plan execution of collegiate level recruiting efforts: ~70 different events on 25 different campuses each year
- Source for, recruit, screen, and hire 50-60 summer interns each year aligning to business talent needs and goals
- Drove strategic changes in recruiting activity resulting in a 15% improvement in the diversity of the 2017 intern class
- Implemented significant changes in the 2017 internship program geared toward improved experience, with an ending employee Net Promoter Score of +81 and a full-time offer acceptance rate of 80% (up 40% from 2016)
- Created a strategy to measure success and influence future engagement with campuses and student organizations based on four key factors and managed implementation with business partners
- Developed new external brand statement and marketing strategy to improve employment brand awareness

ASSOCIATE PRODUCT MANAGER, Stationery

Summer 2014 – Winter 2016

- Responsible for all Hallmark Stationery product lines in all channels of distribution (Wal-Mart, Gold Crown, Walgreens, CVS, Kohl's, Kroger, etc.) totaling over \$50 million in revenue
 - Revamped Hallmark stationery strategy in Wal-Mart using key consumer data analytics resulting in a +12% swing in RSI
 - Served as the central link and leader between all business partners (inventory, creative, customer development, merchandising, scheduling) driving business decisions and product development
 - Acted as buyer/procurement contact in sourcing, developing, and producing new products from foreign vendors
 - Performed competitive market analysis of the stationery category to make educated and productive business decisions
 - Managed product and business costs to ensure bottom line profitability for the company
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TECHNICAL SKILLS

JavaScript | HTML | CSS | jQuery | Bootstrap | node.js | Visual Studio Code