

WOMEN IN MANUFACTURING





The campaign features profiles of women who work in a range of manufacturing positions.



Employee profiles feature advice and insights for female job candidates.

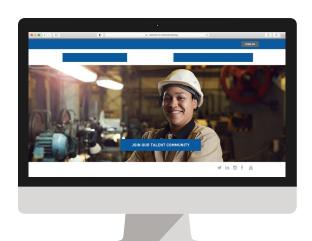
To make a lasting change, you need to consider both your stakeholders and the sustainability of your effort. Throughout the process of brainstorming, designing, and executing our Women in Manufacturing recruiting campaign, the team has balanced the technological, brand consistency, and tactical challenges to produce a thoughtful program of materials to support us. Through rapid, databased decision making, they have quickly adapted to the fluid needs on an ongoing end-to-end recruiting campaign."

MATT W.

Director - HR Strategy, Analytics, & Talent Acquisition



The campaign is featured on the company's social media accounts.



The customized, targeted landing page was created with Affinix.

