

SKILLS

- Employer Brand & EVP Strategy
- Recruitment Marketing
- Integrated Marketing Campaigns
- Content & Storytelling
- Digital & Paid Media Strategy
- Data Analytics & Optimisation
- AI Search Optimisation (AEO)
- Stakeholder Management
- Employee Advocacy & Engagement
- Event & Experiential Marketing

TOOLS & PLATFORMS

- **Employer Brand, Employee Advocacy & Social Media:**
Hootsuite, Sprinklr, Socialbakers, Locowise, Quintly, Glassdoor Employer Center, LinkedIn Talent Solutions, Stack Overflow
- **Marketing Automation, CMS & Talent Platforms:** Beamery, MailChimp, Salesforce Marketing Cloud, Shortstack, Wordpress, Gaia, HackerRank Engage
- **Media Buying & Analytics:** Appcast, LinkedIn Campaign Manager, Google Analytics, Meta Business Manager
- **AI Tools:** Built In, CoPilot, ChatGPT, Claude, Gemini, Glean
- **Design:** Adobe Photoshop, InDesign, Canva, Capcut, Final Cut Pro

PROFILE

Over a decade of experience leading global and regional brand and EVP strategies, both in agency and in-house. Experienced as both a People Manager and Individual Contributor, I've been a trusted partner to senior business and talent leaders, translating business priorities into strategies that strengthen reputation and attract top talent. I am passionate about developing and communicating employer value propositions in the most compelling ways, to connect the right people to the right roles.

WORK EXPERIENCE

Expedia Group

Senior Employer Brand & Marketing Manager

DEC 2023 - PRESENT

- Co-led the development and launch of refreshed global EVP through market research, focus groups and employee insights.
- Adapted EVP for APAC, translating global employer brand strategy into locally relevant messaging, through LinkedIn Talent Insights, Glassdoor sentiment analysis, competitor benchmarking, candidate insights and campaign data.
- Partnered with Talent Acquisition, business and technology leaders, and Communications to shape employer brand strategies for priority hiring markets.
- Piloted AI search optimisation strategy, partnering with Built In to improve employer brand visibility across AI-powered search.
- Developed and amplified compelling employee and leadership stories on the careers site and blog, social media and employee advocacy platform, resulting in 32% YoY increase in APAC content, 25% increase in organic impressions, and \$24K media spend savings.
- Built LinkedIn campaigns to activate our EVP and priority hiring; one campaign drove 60% of applications, with 48% progressing past recruiter screen.
- Identified, evaluated and managed local brand and recruitment marketing platforms, incl. LINE, WeChat, JobStreet, Naukri, to effectively engage target talent across APAC.
- Launched APAC's leadership ambassador programme, increasing authentic leadership content by 50% and achieving 9% follower growth, strengthening thought leadership and increasing share of voice within the technology community.
- Developed recruiter messaging playbooks and outreach frameworks to strengthen candidate engagement and improve consistency throughout the recruitment funnel.

Recognition

- People & Places Recognition Program Q1 2026 (bar-raising performers)
- GTA Recognition Award Q1 2025 (recognising exemplary teamwork)

URSHULA SPEMANN

EMPLOYER BRAND & RECRUITMENT MARKETING

✉ urshulaspemann@gmail.com

☎ +65 97895996

🌐 Singaporean

LANGUAGES

- English (Native)
- Chinese (Fluent)

EDUCATION

2012 - 2014

UNIVERSITY OF MELBOURNE

- Bachelor of Arts,
Communication & Media Studies

2009 - 2012

SINGAPORE POLYTECHNIC

- Diploma, Creative Writing
for TV & New Media

WORK EXPERIENCE

Grab

AUG 2019 - DEC 2023

Regional Employer Brand Manager

- Led development of Grab's new EVP and employer brand strategy.
- Scaled Grab's employer brand strategy across Southeast Asia, China, India, Romania and US.
- Led content and UX refresh of careers website, landing pages and blog. Increased page views by 25% and duration on site by 68%.
- Managed talent CRM, launching weekly campaign to talent communities, nurturing candidates down the recruitment funnel.
- Managed Glassdoor, LinkedIn, Stack Overflow delivering campaigns supporting brand awareness and priority hiring initiatives.
- Built and scaled employee advocacy programme with 2K sign-ups, reaching over 3 million of employees' networks in 3 months.
- Partnered across TA, Employee Engagement teams, and tech business units, to incorporate employment branding assets and stories to candidate and employee journeys.

Recognition

- Grab Way Award 2H2022 (top 5% high-performers)
- Grab CEO Award 1H2020 (top 0.5% high-performers)
- Best use of video 2023, The Firm
- LinkedIn Top Companies Indonesia 2023
- LinkedIn Top Companies Singapore 2022 & 2023
- Singapore's Best Employers 2021, Straits Times - Statista
- Best Career Website 2020, Asia Recruitment Awards
- Employer of Choice 2020, HRD
- Asia Best Workplaces 2020, Great Place to Work
- Singapore Best Workplaces 2019, Great Place to Work
- Best Companies to Work for in Asia 2019, HR Asia

Universum

SEP 2015 - AUG 2019

Employer Brand Project Manager

- Develop employer brand strategies for local, regional & global clients.
- Collaborate with TA, Campus, L&D, Marketing & Comms teams across countries to develop recruitment marketing campaigns & content.
- Increase digital impressions 150% yearly for global recruitment campaign.
- Report & analysis of digital presence, campaign performance.
- Real-time event coverage for global audience on social media platforms.
- Clients include Accenture, L'Oreál, Shell, Siemens, Unilever.