Transforming Global TA @ Cheetah Digital

PEOPLE XPERIENCE

A Case Study on Strategic Recruitment and Employer Branding

Overview

Company:
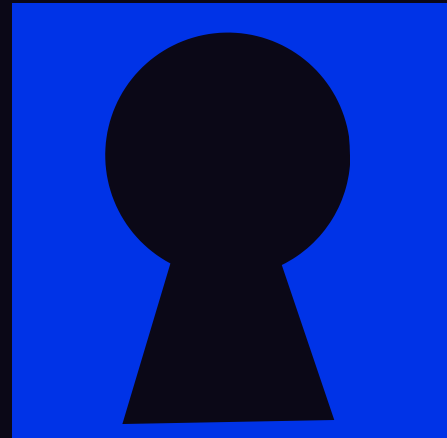Cheetah Digital

Timeline:
2018-2019

Focus:
Proactive candidate sourcing and global recruitment strategy development and execution

Strategic Results

Building a Global Recruiting Team
- Objective: Establish a worldwide recruitment team
- Approach: Hired 9 recruiters/analysts within 10 months
- Outcome: Coordinated global talent acquisition

Optimizing Technology
- Objective: Streamline recruitment processes
- Approach: Launched Greenhouse ATS globally
- Outcome: Improved efficiency and candidate experience

Innovative Candidate Sourcing
- Objective: Experiment with new approaches
- Approach: Leveraged social media, referrals, partnerships
- Outcome: Created a diverse and robust candidate pipeline hiring over 200 new employees in 12 countries in first 12 months

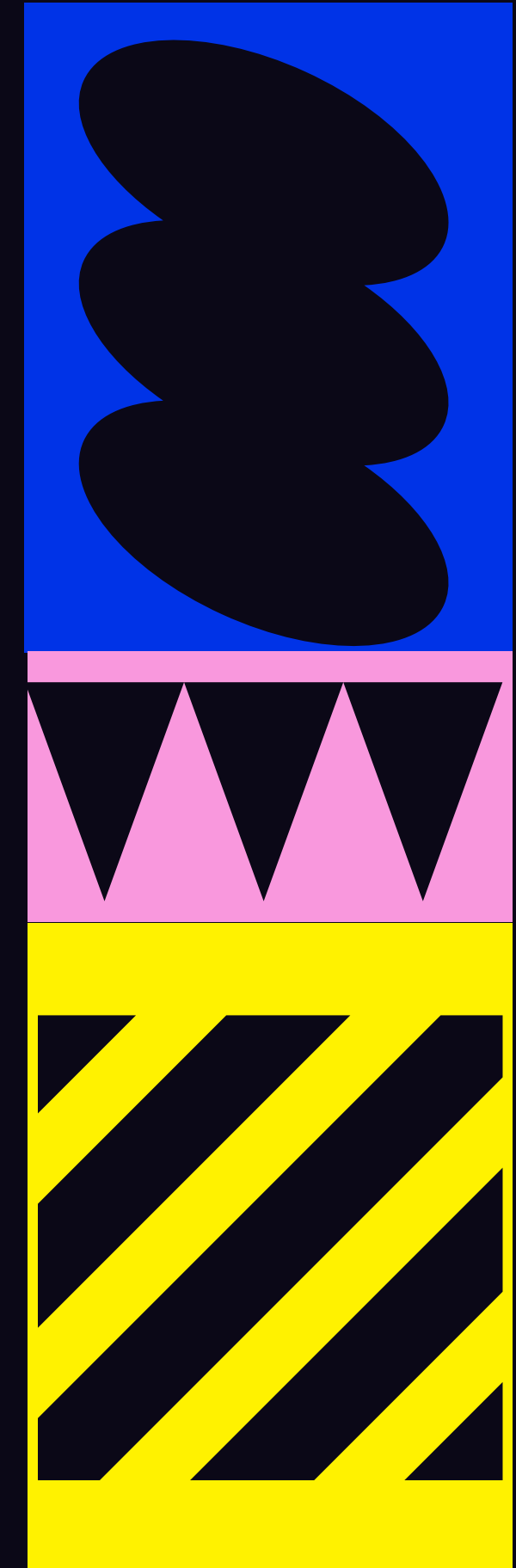## Tactical Triage

Direct Executive Recruitment
- Objective: Source top executive talent
- Approach: Directly hired SVP of Product Marketing
- Outcome: Strengthened leadership team

Engaging Recruitment Events
- Objective: Enhance employer branding
- Approach: "Source-A-Thons" and meet & greets in Japan, Costa Rica and Kuala Lumpur
- Outcome: Increased brand visibility, quality applications
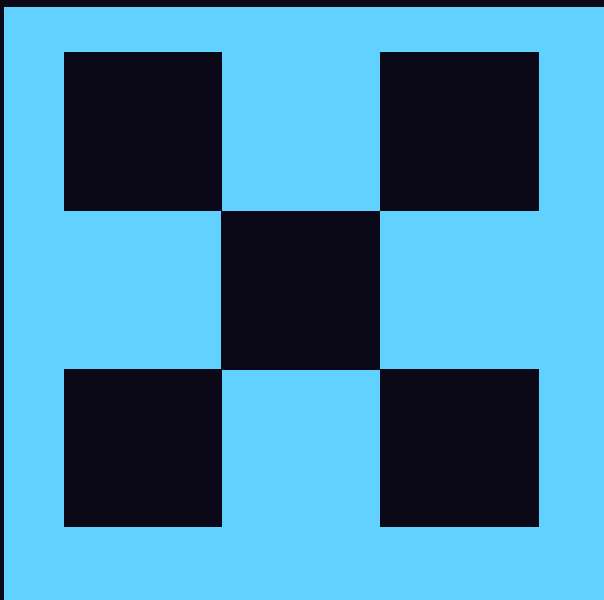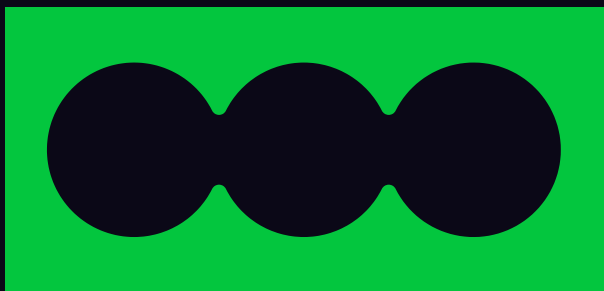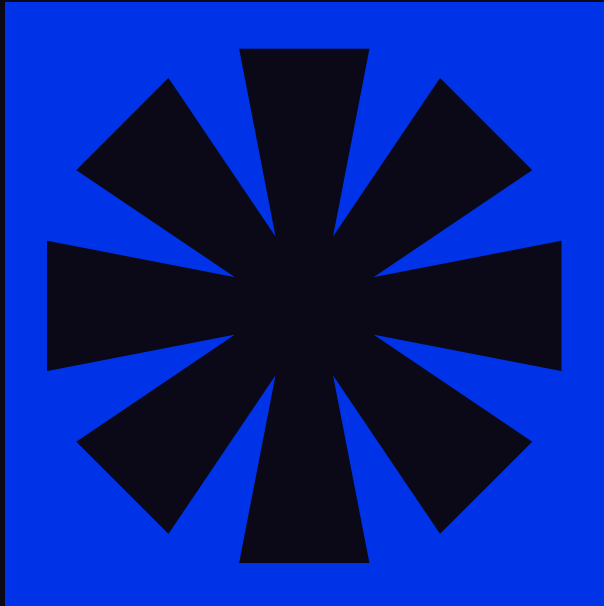
Employment Brand Development
- Objective: Create a compelling employer brand
- Approach: Developed "Builders and Believers" tagline
- Outcome: Enhanced employer reputation
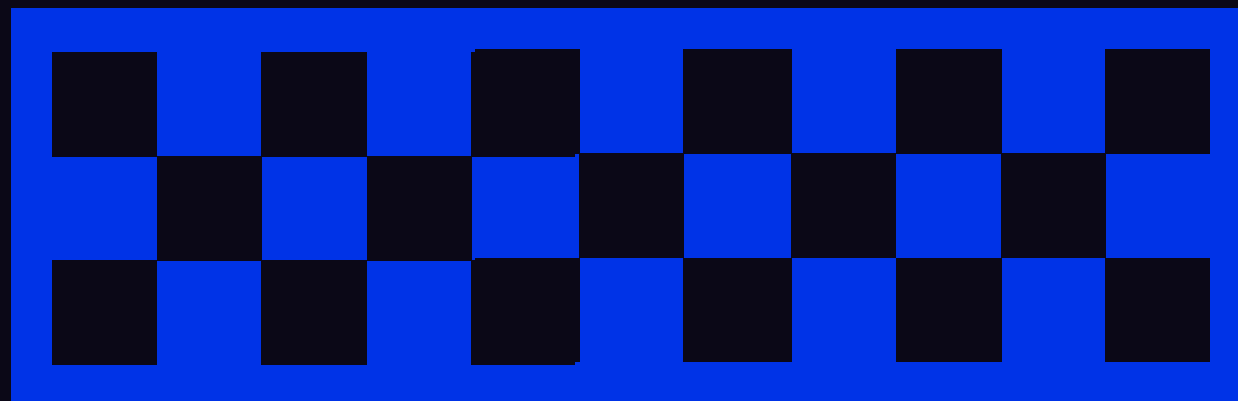
Results and Impact

- Global Team Building: Successful establishment of a global recruitment team

- Mass Recruitment Success: Hired over 400 new employees globally

- Innovation in Sourcing: Leveraged diverse channels for a strong candidate pipeline

- Technology Optimization: Improved efficiency with Greenhouse ATS

- Executive Recruitment: Strengthened leadership team

- Enhanced Employer Branding: Increased visibility and positive perception

- Process Efficiency: Streamlined headcount approvals

Conclusion: Cheetah Digital's strategic transformation of talent acquisition led to significant improvements in recruitment, employer branding, and overall process efficiency.

Let's talk! ✳

To Schedule a Consultation

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