

ciena

**How Ciena's One-Person
Recruitment Marketing Team
Drove a 700% Increase
in Applications**





The Challenge

The telecommunications industry is defined by rich, connected experiences. For **Ciena**, a networking systems, services, and software company, delivering on experience is paramount – and having HR technology that scales with the business makes all the difference in finding and hiring the right talent.

This is especially true for Ciena's Marga Laurel, a one-person talent marketing "team" whose day-to-day consisted of so many cumbersome manual processes that candidate outreach efforts were spread thin – and often too broad – to resonate.

"What candidates will find value in boring, impersonal content?" she asked. Between juggling disparate content needs and cross-functional branding requests across their career site and internal and external communications, Laurel noted: "It was a struggle for my efforts to remain relevant, especially in today's war for talent."

Tasked with creating a more efficient, consistent global recruitment marketing program, Laurel had four primary goals:

- **Increase global reach.** Get open positions in front of more people around the world.
- **Maintain brand integrity.** Eliminate significant branding inconsistencies across departments and markets while allowing message flexibility.
- **Automate tasks.** Use AI to complete objectives impossible for one person.
- **Eliminate agency outsourcing.** Remain a strong one-person team without relying on outside agencies.

The Solution

Leveraging multiple aspects of the Phenom Intelligent Talent Experience platform — including **Phenom Career Site**, **Phenom CMS**, **Phenom CRM**, **Phenom Campaigns**, and **Phenom Talent Marketplace** — enables Laurel to connect with external candidates *and employees* faster and better.

On the front-end, Ciena's AI-powered global career site delivers a modern, hyper-personalized candidate experience that's more likely to convert job seekers into hires with recommended jobs based on their skills, experience, location, and more. On the back-end, the CMS helps easily create, edit, and manage new pages with consistent branding while simultaneously tracking traffic and engagement for real-time optimization.

This means that work typically outsourced to an agency — or performed by a bigger team — can be completed by Laurel alone in less time and without the extra spend.

Expanding the depth of their candidate pipeline and the reach of their campaigns is facilitated by Phenom's seamless integration with Ciena's Workday Recruiting ATS. With it, their TA team can quickly post jobs and avoid missing any applications.

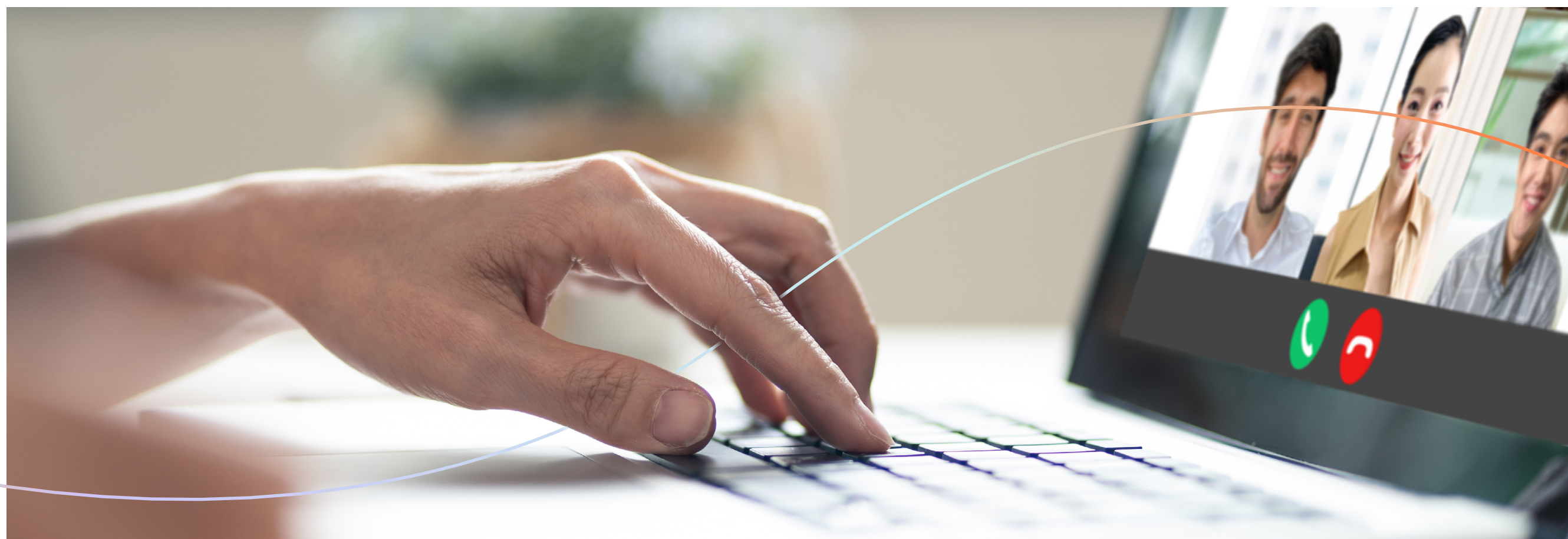
Laurel finds the most value, however, in the CRM. Its capabilities enable her to create localized, targeted, and personalized email templates that the sourcing team can then use to amplify efforts. Team members can also schedule automated drip campaigns to external candidates, as well as new hires, current employees, and

even departing employees. "With the CRM, I can build templates with consistent branding, accurate wording, appropriate tone of voice, and assets for a particular audience," Laurel explained. "I'm then able to schedule these communications in advance, and fully track their results so I can adjust accordingly."

At the same time, sourcing and recruiting teams can use the CRM to build, engage, and track talent pipelines while boosting their own productivity with **Phenom Fit Score**, dynamic lists, and actionable insights.

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The Results

In Ciena's first year with Phenom, they ran *420 campaigns* across the globe for different audiences and skill sets — driving a *700% increase in applications*. The combination of automated system emails and more targeted campaigns that the sourcing team could also leverage to build a quality talent pipeline proved invaluable to this effort.

Between email and social media campaigns, Ciena gained 920% more new signups to their talent community and saw a 220% increase in job visits to their career site.

"With Phenom's tools, I'm able to reach more people in a more personalized way. Plus, I can help with one-off scenarios, like a campaign in Germany where I embedded videos and local language that really drove

engagement," said Laurel. "Those job visits were, at their core, built on the foundations of what we've done with Phenom."

Laurel credits Phenom as being critical to her success when it comes to generating leads and creating branded assets for sourcing, pipelining, and nurturing candidates. "If I didn't have Phenom, I don't think I could operate as a one-person talent marketing team and cater to a global audience — especially with the number of hires that we have," she revealed. "It not only allows me to create things easily, but it's also easy for our team to amplify my efforts for their own specific requirements."

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Marga Laurel
Talent Marketer

What Ciena Is Achieving With Phenom

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- ↑ Increased applications 700%
- ↑ Increased talent community 920%
- ↑ Increased career site job visits 220%

With an intelligent talent experience platform, Ciena is increasing their global reach, automating mundane tasks, and eliminating agency outsourcing for greater efficiency.



The Future

In the future, Laurel plans to expand her Phenom use to grow with Ciena's needs. A priority? Strengthening their talent community even further by leveraging automated drip campaigns and [Phenom Talent Analytics](#) to optimize engagement metrics.

Even more important to Ciena is expanding platform use across their other HR stakeholders.

"Phenom allows better synergy between different teams – whether it's talent acquisition or talent management," said Laurel. "Recruiting is such an important part of any company, and HR teams need tools like Phenom to operate more efficiently."

Being able to show the business impact of a comprehensive solution that replaces point solutions and scales to a company's future needs secures buy-in from the C-suite so Ciena can continue investing in people-first technology, she shared. "With automation, I can focus on the more strategic aspects of my role instead of manual work. Technology like Phenom allows me to operate quicker and more efficiently, so I can truly invest in our people."

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Marga Laurel



Ciena is a networking systems, services, and software company. We're driven by a relentless pursuit of network innovation – enabling our customers to adapt within ever-changing environments to deliver richer, more connected experiences for their business and users.

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| Industry | Telecommunications equipment |
| Phenom products | CRM, Chatbot, Events |
| Career site | careers.ciena.com |
| Headquarters | Hanover, MD |
| Employees | 8,000+ |
| ATS | Workday |



See the Phenom Intelligent Talent Experience platform in action

[Book a demo](#)

Candidate Experience

Best-fit candidates find and choose you faster. Attract job seekers and broaden talent pools with personalized job recommendations and an intelligent career site.

Recruiter Experience

Recruiters become wildly productive. Discover and engage top talent with AI, put tedious tasks on autopilot, and maximize your team's ability to streamline workflows.

HR Experience

HR leaders align employee development with company goals through an intelligent workforce planning solution that allows them to identify skill and competency gaps, manage career frameworks, and identify DE&I opportunities.

Employee Experience

Employees develop their skills and evolve their careers. Upskill, evolve, and retain your workforce with intelligence and personalized opportunities.

Manager Experience

Managers build stronger-performing teams with real-time analytics, insights, and collaboration tools.

HRIS Experience

HRIS teams seamlessly integrate with your HR tech stack — including ATS, HCM, and LMS tools — to create a holistic infrastructure.

Helping a billion people find the right job.

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR, and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

