

Exchange Your Career

Challenge

The Microsoft Exchange team faced an increasingly competitive marketplace related to recruiting top level talent. The group had no online presence or destination in which to forward candidates to learn more about the group's projects, people, culture, and employment opportunities. They wanted a creative approach to target and attract top candidates for open positions.

What I Did

I worked from conception to delivery to create a unique website concept, hire a great team, and manage to completion. The site showed the group's blend of humor and serious product development through original animated characters. Since the initial site launch in 2007, I did a number of updates, including a bi-weekly comic series based on the characters we created for the site.

Results

Interest + Resumes, New Hires, Repeat Audience

