



Mary Killelea

Career Highlight Reel

22-24' B2B Campaign Manager Highlights

Campaign, Product Launch & Partner Support

Q1 Edge to Cloud paid media outperformed all operational metrics due to updated media mix and seasonality

- +114% impression delivery
- +24% lift in CTR compared to Q4
- +10% improvement in bounce rate compared to Q4

Based on Q1'21-Q1'22 trending data we achieved:

- Highest number of visits to intel.com
- Second lowest bounce rate

By choosing prioritized channels known for driving quality traffic at scale

Tested if those searching for AI generic terms were better served pointing to NVIDIA page vs our AI page. **Result:** Generic AI searches have better engagement on workload page vs competitive page

Results for *machine learning* related searches:

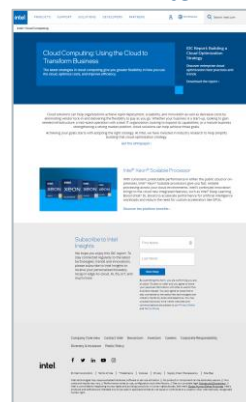
- +42% bounce rate improvement on AI page
- +433% lift in page content interaction on AI page
- +42% scroll halfway down the page on AI page

Tested a redesigned SEM landing page to build baseline for future A/B testing. Page focused on a more intentional user experience for paid search traffic.

Exceptional Results!

- +20% lift in bounce rate improvement
- +290% lift in asset download rate
- +328% lift in email opt-in rate

After



Before



Media Impact to the SPR Launch

- 31.6M campaign impressions in total
- 4.2M campaign interactions in total
- 17.9K total visits to website

Partner Impact to the SPR Launch (IBM, Google Cloud, Azure, Dell, Lenovo, HPE, Cisco)

- 31.5M campaign impressions in total
- 104K campaign interactions in total
- 32.7K total visits to website

SPR Ramp Marketing Kits

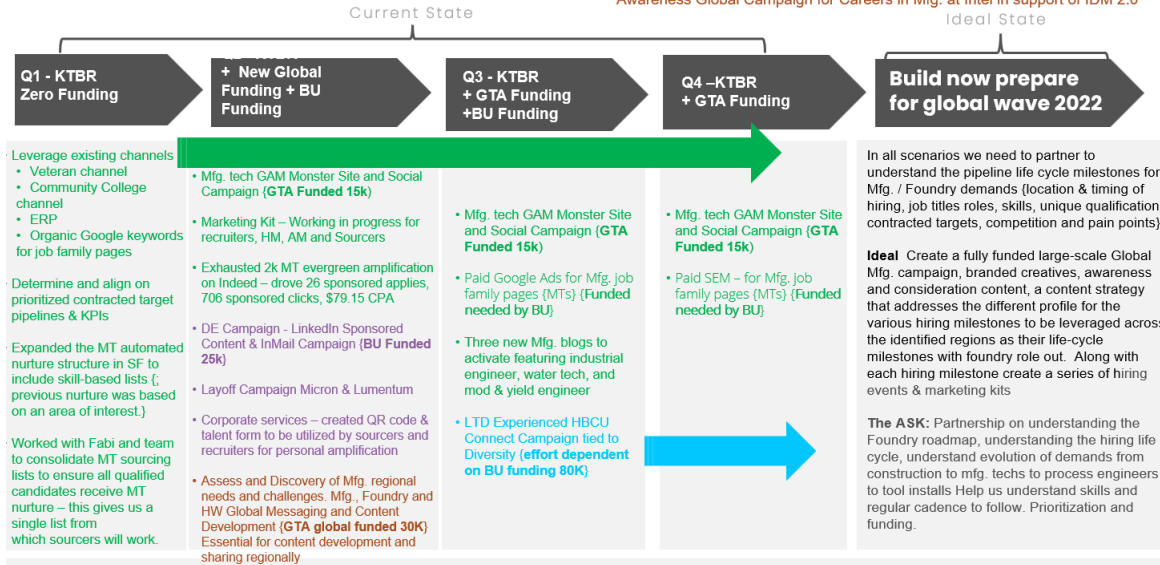
Accelerating Workload Performance	Achieving TCO & Higher Efficiency	Maximizing Your Cloud Investment	Building Sustainability In Your Cloud and Data Center	Securing Your Cloud and Data Center
Accelerate and innovate with built-in acceleration technology on Intel® Xeon® Scalable processors creating new possibilities refreshing your business models into new successes.	By delivering more performance per core, Intel Xeon Scalable processors help teams reduce power consumption and software licenses needed—thereby reducing TCO.	Grow and embrace change and scale with Intel, at every stage, for flexible cloud and edge strategies, migrations and infrastructure foundations using Intel's data-centric portfolio of hardware and software.	Data center leaders face continual pressure to drive operational efficiency and decrease environmental impact. Intel data center solutions—across hardware, software, services, and tools—offer the resources you need to drive energy efficiency without compromising performance. A holistic approach with Intel technologies will help you address growing compute and regulatory demands, while remaining resource conscious.	Help bring a zero-trust security strategy to life with hardware-enabled security technology and the most comprehensive confidential computing portfolio. Run workloads inside secure enclaves without noticeable performance impact with Intel® Xeon® Scalable processors.
Curated Themed Content Bundle Examples	Engaging Experiences Examples	Booth/Exhibit Assets		
<ul style="list-style-type: none"> • Infographic • Video • Data sheet • Listicle • E-guide • Case Study 	<ul style="list-style-type: none"> • Trivia game with Xeon branded swag • In-booth demo • Session Topic, Abstract and Presentation 	<ul style="list-style-type: none"> • Booth layout front wall, back wall, desk graphic • Backdrop image • Horizontal and vertical poster • Horizontal and vertical print • Square and vertical static, animated, OOH 		



21-22' Recruitment Marketing Highlights

Manufacturing Campaigns

Manufacturing Marketing Plan



Success Measures

The Mfg. campaign success measures will be specific to each tactic, with a baseline or benchmark supporting the criteria and goal for the tactic. These goals will align to the overarching RM Stretch Goals listed below.

Targeted Attraction	70% Contracted Pipeline Coverage 60% Mfg. 1-2 Year Demand Forecast Pipeline Coverage
Pipeline Engagement	60% of Contracted Pipeline Engaged in Last 30 Days
Contact Data Capture	50% of CRM Database Contacts Have Updated Contact Data Within Past 12 Months

Opportunities/Gaps

- Build consistent regional tracking
- Build Nurture strategies across regions
- Leverage skill-based lists vs job rec lists

Region	List target	Total Contacts	Pipeline Coverage%	24 Months Pipeline Active Contacts	24 Months Pipeline Coverage%	12 Months Pipeline Active Contacts	12 Months Pipeline Coverage%	Active in the last 30 months	Manager Screen last 30 days	Female %	Added in the Last 30 Days	Total Contacts active in last 30 days
GAM												
USA												
GAM_Mfg_Technician	2,430	4,361	179%	4,350	179%	3,788	156%	41%	37%	14%	99	781
Mfg_ProcessEng	1,207	6,582	543%	6,447	534%	4,462	370%	25%	27%	18%	45	756
Mfg_TD PhD	233	6,118	2626%	6,048	2590%	4,154	1783%	23%	30%	19%	70	701
GAR												
MYS												
Test Process Equipment_MYS	750	3,792	506%	3,539	472%	3,480	464%	61%	11%	22%	762	996
VNM												
Mfg_Equipment Engineer VN (Prospect)	250	2,152	861%	1,449	580%	503	201%	9%	8%	9%	138	111
Mfg_industrial Engr VN (Prospect)	42	5,813	13840%	3,305	7869%	1,853	4412%	10%	6%	15%	25	194
Mfg_Supervisor/Manager VN (Prospect)	120	41,493	34578%	32,897	27414%	25,060	20883%	42%	8%	21%	8,345	2121

Paid Tactic with targeting

TSMC 242,191 followers
Promoted
Congratulations! After years of hard study, you're ready to use that engineering knowledge in the field. Start your career at TSMC's chip-making operation in Phoenix, AZ. Apply now.

TSMC 228,151 followers
Promoted
One of the world's largest semiconductor manufacturers is looking for innovators like you to join its Phoenix team. Choose a career in creating technologies that are changing the world.

Intel Global Recruitment Marketing

Engineer in Europe. Innovate at Apple.

By driven by what would be amazing, not by what would be easy. [Learn more](#)

Mfg. Technician on Monster.com

MANUFACTURING JOB SEARCHES ON MONSTER® **118K+**

MANUFACTURING JOB VIEWS* **253K+**

MANUFACTURING RESUMES ON MONSTER® **597K+**

TOTAL MANUFACTURING JOBS ON MONSTER® **19K+**

UNEMPLOYMENT **5.2%**

Percent of manufacturing professionals in the US that are unemployed*

Boost your job with the power of Monster Audience Network! Tap into the passive audience on Social networks with 100% customized campaigns.

Monster Audience Network

What's Included

Promote your employer brand across Monster and re-target Monster's seekers within its network sites. Monster Audience Network delivers premium targeted ads that will resonate with candidates and are relevant to your employer brand goals.

Ad Sizes:

- 300x250, 728x90, TextLinks, Mobile 320x50
- 15s video spot (available as an add-on)

Targeting:

- Geography (State, DMA)
- Member 24 Party Data: Industry Segment, Career Level, Education Level
- Custom: 3rd Party Data Segments

1,000,000 Impressions of MAN + 2,500 Clicks from Custom Social Job Ads (Distribution Centers)

U.S. Oregon, AZ, and NM focused Funding from GTA dollars

21-22' Recruitment Marketing Highlights

Diversity Strategy and Campaign

2021 RM Workstream Priorities

Focus recruitment marketing time and attention on the following three categories as part of the RM Workstream efforts.

<h4>Discover</h4> <p>Alumni Program* Re-engagement strategy to build a new talent pool to shorten the time from engagement to hire.</p> <p>Employee Referral Program Ramp low/no cost internal channel to increase awareness of corporate priority.</p>	<h4>Enable (KTBR)</h4> <p>Enablement Resources Bring efficiency and integration of KTBR across regions by leveraging ideas and expertise.</p> <p>Talent Engagement Design and optimize the best routes for candidates to engage and show interest.</p>	<h4>Accelerate</h4> <p>APB 8+ AA (U.S.) * GTA APB Goal ('21): Increase AA hires by 10% in the U.S.</p> <p>Build micro-target attraction plan and amplify to grow AA pipeline.</p>
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OBJECTIVE Build preference for Intel as an ideal inclusive and innovative company knowing no matter what gender you identify with or race, you will be supported, have an equal opportunity for growth development and surrounded by a diverse community of peers, role models and leaders that support you in a fulfilling and challenging career.

Strategy Drive immediate impact through empowering multiple channel owners across Intel to appeal and attract African American talent by providing critical marketing resources and assets aligned to core business segments.

Step 1 - 1H21	Step 2 - 1H21	Step 3 - 2H21
<p>Build foundational elements for success by partnering with IBLC, NIA, BNU, WIN and GDSI looking for feedback and guidance and opportunities to leverage their resources and insights to help in attracting AA talent.</p> <ul style="list-style-type: none"> Persona & messaging development Develop and promote a diversity marketing kit (AA to start) to address and appeal to priority concerns and desires identified through the persona development of college grad and experienced AA talent that can be leveraged in external attraction efforts and diversity partnerships. Identify a roster of African American talent ambassadors representing the BU Core product groups, policy, thought leadership and top executive roles. 	<p>Drive preference for Intel through leveraging Intel's existing programs, sponsorship commitments and the KTBR efforts</p> <ul style="list-style-type: none"> Employee Referral Program partner with ERP group to develop a Hot Job adder by leveraging our current employee base - building synergy with ERP and ERG Afrotech & NESBE Sponsorship KTBR Drive attraction efforts for experience AA talent through a one Intel approach of leveraging BU social handles, BU newsletters, events, and RM attraction and engagement marketing plans 	<p>Build awareness of Intel's commitment and positive efforts to support and attract AA talent on prioritized channels, addressing audience pain points identified through persona research.</p> <ul style="list-style-type: none"> Build a targeted AA attraction campaign to build our database of diverse talent tying all new subscribers to a 3-part nurture workflow Invest in a HBCU-Connect alumni campaign Build awareness for Intel as a Great Place to work by creating a career @Intel podcast focusing on identified motivations based on our persona research, segment owners & ERG chairs and Leadership council interviews.

Measurement of success: Increase grade 8 & 9 AA diversity Hires by 6% tracked through Power BI Diversity Dashboard

LTD Experienced HBCU Connect Campaign

Opportunity	Objective	Strategy	Tactics
<p>HBCU CONNECT, the world's largest organization of Historically Black College & University alumni, with over 1 million members.</p> <ul style="list-style-type: none"> Over 300,000 Unique Visitors Per Month Email List Over 1,500,000 members Over 8.5 Million Page Views Per Month <p>Member breakdown</p> <ul style="list-style-type: none"> Alumni 945,928 52% have more than 10 years experience 88% African American user base Gender breakdown: Male 32% & Female 68% <p>Degrees Holders</p> <ul style="list-style-type: none"> Bachelors - 66% Associates - 14% Masters - 11% PhD- 9% 	<p>Build awareness of Intel career opportunities within a targeted black African American online community highlighting the new demand of engineer roles grades 7-9 to skilled, qualified and experienced talent featuring career speakers and career opportunities in TD, Design Enablement and Cad Engineering.</p>	<p>Run a high-impact manufacturing engineer talent attraction campaign leveraging a combination of high-volume band awareness tactics in conjunction with personalized engagement opportunities through virtual recruitment events.</p>	<p>Targeted Recruitment Events (3 x 75 Attendee Events) Website Display / Banner Ads Targeted Email Blasts (3 x 100,000 recipients) Newsletter Sponsorship (3 x 300,000 recipients) Social Media Posts (3 x Facebook, Twitter, LinkedIn, HBCU Connect) 12 Months of Exposure.</p>
	<p>Banner ads & Newsletter Sponsorship</p>	<p>Targeted Emails & Social Media</p>	<p>Virtual Recruitment Events</p> <p>Investment: \$78,995 BU Funding Needed</p>

19-20' Customer Stories Program Highlights

Customer Spotlight Webinars

Launched Customer Webinar Spotlight Series

Delivered over eight 40-minute live webinars to date, highlighting innovative, industry-leading companies that are undergoing digital transformation and have tackled business/technology challenges and created new opportunities using Intel data-centric technologies & platforms.

Developed and Implement amplification strategy : PR & AR team targeted invites, leveraging Ace voices, industry influencer channels, inclusion in internal and external newsletters and posting to elevate on LinkedIn



Industry Influencer Moderators

Tim Crawford

Strategic Advisor, Influencer and Analyst
@tcrawford /19.5K followers



Lucian Fogoros

IoT Industry Advisor and Influencer
@fogoros / 25K followers

ALREADY RECORDED



RECORDING IN Q3 & Q4

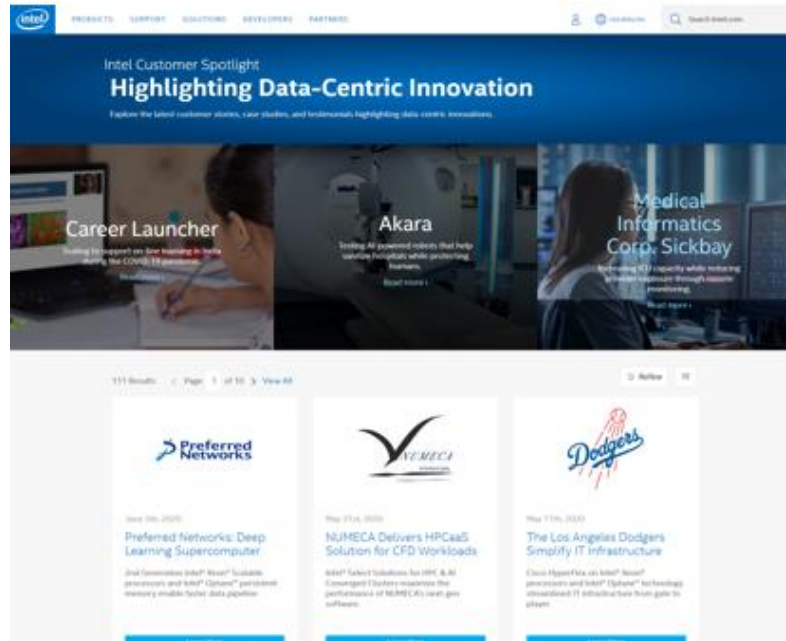


Customer Spotlight Hub

Drove strategy and tactical implementation for online web customer story repository. Launching the [Customer Spotlight Hub](#) from zero to 131+ stories.

Oversee daily management, creating an intake process, and efficient workflow. Constantly looking at growth opportunities through partnering with other orgs {CCG and IOTG} to showcase a One Intel approach to customer stories.

Grew customer story breadth aligning to key workload priorities. Gained visibility through internal cross links from newsroom, global navigation, regional campaigns, organic social, inclusion in internal and external newsletters



Partner Joint Customer Stories

Established a successful working model for Intel & Dell, Lenovo, Cisco and HPE customer story telling partnership leveraging MDF funds that included creating new efficiencies (joint PMR, boiler plate messaging, clear prioritization of featured workloads and products & sharing of Intel's SMG Wins).

Achieved goal of delivering 1 joint customer story per quarter

Responsible for marketing integration and amplification of joint customer stories in campaigns, social, sales enablement, digital presence & events



Featured content from our partner, **Lenovo**.



Featured content from our partner, **Cisco**.

Global Mobility Leader Hyper-Accelerates its ERP Database Queries from Hours to Seconds



Featured content from our partner **Dell Technologies**



Featured content from our partner **HPE**



17-19' Cloud Content Strategist Highlights

Be Ready Campaign Hybrid Cloud Content Strategist

Drove innovative campaign content with Hybrid Cloud Webinar series, New interactive & engaging hybrid cloud game and a new Forrester paper on the importance of dev ops within the IT organization

Produced **industry perspective pieces** to drive off .com visibility to Intel and IT Transformation and Hybrid Cloud at VM World with a series of videos and podcasts

Drove strategy and content refreshed Intel.com/Cloud landing experience

Created organic social packages and media banners

Created E-Nurture plans for the geos



Be Ready Campaign Spice Works Content Strategist

Created unique content kits for Spiceworks that speaks to their passionate audience in innovative ways. (Campaign In Box, Live Events, Peer-to-Peer testimonials, Contests, Quizzes, Videos)

Drove key topic areas with key ISV's through participation in Spiceworks live in person webinars



Video Series: Driving IT Transformation Real Talk Outside the Data Center



Enterprise & Government Campaign Content Strategist

Developed content strategy across Enterprise and Government key workloads, working across orgs to identify and curate content, worked with agencies to develop new derivative content and produced Gartner industry newsletter.

Lead regular Geo content syncs covering campaign content strategy, timing and development. Delivering campaign content on time and on budget

Operationalized and worked with various agencies to be organized and align all campaign related assets, including social, banners and content deliverables for geos in a centralized tracker and repository

Worked with the web team on all content mapping for campaign assets and framework of Campaign Hub



Awards and Recognitions

DRA AWARD: Exceptional Achievement

- Q4 GMO DRA - Graviton2 Marketing Program - Competitive continues to be a critical element of our marketing strategy. This DPM team developed an innovative cloud competitive marketing program to combat the misleading claims that Graviton2 is a better choice than Intel Xeon based instances. Great Work!!!!
- DRA Q4 2019 – Super Computing 2019 - Teams across OGM, MEG, and the BU collaborated to execute and deliver marketing activations in support of our HPC story during and around SC'19. Supported a rolling thunder approach for highlighting customer voice and competitive differentiation for SC19, publishing seventeen customer story assets, including case studies and videos, on the Intel Customer Spotlight hub to demonstrate real use cases and provide mobile friendly assets for social amplification.
- DRA for Customer Spotlight: Elevating Data-Centric Customer Storytelling: Outstanding cross-team accomplishment in creating new channels to raise the visibility of end-customer stories, including the new Customer Spotlight live webinar series for press, analysts and influencers, and new customer story hubs on Intel.com, the Intel Newsroom and Intel Solutions Library.
- Q4 Results for 2018 ITT Spiceworks Online Community Pilot. Thank you for helping us exceed our 2018 ITT Spiceworks Pilot goals with increased target audience online community engagement by over 5000 followers

TOTAL AWARDS RECIEVED

- (4) Award Level: 2500 (DRA Exceptional Achievement)
- (6) Award Level: 1500 (SRA Excellent Achievement)
- (8) Award Level: 1000 points (Superior Achievement)
- (3) Award Level: 750 points (Significant Effort or Achievement)
- (20) Award Level: 500 points (Notable Effort or Achievement)
- (29) Award Level: 250 points (Extra effort or Achievement)
- (6) Award Level: 100 points (Simple Thanks)

SRA AWARD: Excellent Achievement

- Launched the 2019 Global Enterprise Campaign to demonstrate why end customers and partners should choose Intel. The team worked against aggressive timelines, resource constraints and lots of change to deliver an outstanding result.
- Demonstrating Customer First value and contributing to Americas Marketing Quarterly SRA Award for US #IntelMessageTest. Your efforts are greatly appreciated and making a difference!
- Individual taxonomy & creative mapping sessions led by Intel were held for Dentsu for each paid media channel (more than 5 sessions) to ensure Dentsu understood and accurately set-up the journeys. This type of attention to campaign set-up is above and beyond typical Intel involvement, usually led by Dentsu after tactical approval. The team also went through each content/creative received and tagged it to a specific journey stage to ensure clear 1:1 mapping.
- Congratulations on your Q2'22 SRA for Intel Vision in Americas. Many thanks for your hard work and support for making Intel Vision and our Americas Regional Marketing Team a huge success!
- Thank you for all your hard work in 2021 for Global Field Marketing
- Congratulations on your GTA Award for developing and executing a comprehensive Gr8+ AA recruitment marketing strategy to address one of our APB priorities. With the external and internal insights gathered, persona development and the stand up of the marketing repository we can build robust attraction plans within GTA and for our stakeholders. This effort has provided a framework to further build diverse talent segmentation. Thank you!

Recognitions by peers for demonstration of embodying the following company values.

- Value: Quality - Continuously Learn.
- Value: Results Orientation - Execute flawlessly.
- Value: Customer Orientation - Listen and respond.
- Value: You get results
- Value: Great Place To Work.
- Value: We are one intel.
- Value: You act with truth and transparency.
- Value: You are inclusive.



Thank You