

JASMIN BROWN, MBA, SHRM-SCP

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Director of People & Strategy

[LinkedIn](#) • Chicago, IL

Creative and forward-thinking HR Leader with a proven track record of driving organizational success through innovative people strategies and exceptional employee experiences. Expertise in aligning HR initiatives with business objectives, fostering a high-performance culture, and navigating complex organizational change. Passionate about developing and empowering talent, driving employee engagement, and building inclusive and equitable workplaces.

Areas of Expertise

- Strategic HR Planning
- Talent Acquisition and Retention
- Organizational Development
- Employee Engagement
- Leadership Development
- Process Improvement
- Performance Management
- Succession Planning
- Diversity, Equity, and Inclusion (DEI)
- HR Policy Development
- Change Management
- Financial Acumen
- Compensation and Benefits
- Training and Development
- Technology Integration
- HR Analytics and Metrics
- Employee Relations
- Project Management

Professional Experience

The Uplift Agency, Remote

February 2023 — December 2024

Director Of People & Strategy/ Integrator

Oversaw daily People Operations, encompassing payroll, benefits administration, talent acquisition, employee relations and compliance with employment laws for a diverse workforce spanning over 10 states. Led organizational development initiatives to align people strategy with business objectives. Developed and implemented HR policies and procedures to foster a positive work environment. Facilitated strategic planning sessions to ensure alignment across departments.

- Led strategic HR initiatives that directly contributed to a 15% increase in revenue in 2023 by aligning people strategy with agency goals. Cultivated a high-performance culture by fostering employee development, recognition, and engagement.
- Advised CEO, Group Heads and managers on people and culture initiatives, serving as a strategic partner to the business. Collaborated with cross-functional teams to drive business growth and achieve strategic goals.
- Implemented a comprehensive performance management system that resulted in a 15% increase in employee engagement and a 20% reduction in turnover.
- Implemented scalable HR processes and systems to support the agency's expansion, ensuring seamless integration across new locations and departments.
- Optimized HR processes through the implementation of new HR technologies, leading to a 25% reduction in administrative tasks.
- Drove change management efforts during organizational restructuring, ensuring smooth transitions and minimal disruption to operations.

Untapped HR, Chicago, IL

July 2022 — Present

HR Consultant

Collaborate with a diverse clientele across various industries to devise custom HR strategies aligned with their objectives, cultivating strong client relationships. Provide strategic HR consulting services to senior leadership across various industries, including professional services, retail, healthcare, and consulting. Offer a range of HR services, specializing in HR program development, compliance, payroll & benefits administration, HRIS implementation, talent acquisition, employee relations and strategic business optimization to enhance organizational performance and foster growth.

- Implemented payroll, benefits, and HRIS systems for clients, enhancing efficiency and accuracy.
- Coached and advised leaders and managers on strategic and complex employee issues, providing proactive solutions and alternatives that reflect company values.
- Devised and executed comprehensive succession planning programs, ensuring smooth transitions for key leadership positions. Analyzed talent gaps, identifying critical skill shortages and creating targeted training and development plans.
- Collaborated with international teams to design and implement effective HR strategies and systems.

NOW Health Group , Bloomington, IL

Sr. Recruitment Manager

November 2019 — February 2023

Led a team of six recruiters, fostering collaboration and skill development to significantly enhance team effectiveness, successfully recruiting for positions from hourly to corporate and senior leadership. Developed and implemented a recruitment strategy, aligning hiring goals with large-scale expansion through meticulous planning, clear communication, and dynamic leadership.

- Oversaw end-to-end talent acquisition for a geographically dispersed workforce of 1,300+ employees.
- Spearheaded the recruitment of 600+ employees for a new manufacturing facility, meeting aggressive hiring timelines.
- Implemented advanced HR technologies, including UKG and the AI-driven platform Paradox, to streamline processes and enhance the candidate experience.
- Launched a successful diversity and inclusion initiative, resulting in a 40% increase in diverse hires.
- Optimized recruitment marketing strategies through social media, employee referrals, community partnerships and targeted outreach.

NOW Health Group

February 2016 — November 2019

Fruitful Yield Human Resources Manager

Managed human resources operations through recruiting, selecting, training, coaching, and counseling staff. Guided leadership team and employee actions by researching, developing, writing, and updating policies, procedures, methods, and guidelines, while communicating and enforcing organizational values. Promoted a transparent culture and open communication. Led investigations, including employee conflicts, and provided guidance and coaching to employees, supervisors, and managers.

- Directed all human resource operations for the \$40M Fruitful Yield retail division of NOW Health Group, overseeing approximately 200 employees.
- Crafted retention strategies and organized field visits and employee check-ins, reporting trends bi-monthly to the leadership team and devising action plans. Led succession planning and performance management initiatives to build talent pipeline.

NOW Health Group

July 2015 — February 2016

Human Resources Business Partner

Assessed recruitment needs for the Fruitful Yield retail division managing sourcing, interviews, and hiring of qualified candidates across 14 store locations. Collaborated with cross-functional leaders on staffing requirements and recruitment processes with managers. Offered guidance and coaching on HR topics, policies, issues, and employee relations. Streamlined the hiring process, reducing time-to-fill for critical roles within the Fruitful Yield Division.

- Developed and implemented a succession planning process, designed and launched a leadership development program, and streamlined employee training programs to improve onboarding and continuous development.

Target Corporation, Willowbrook, IL

September 2013 — June 2015

Executive Team Leader Human Resources

Developed and led a high-performing HR team within a dynamic \$55 million retail store, ensuring operational excellence across all departments through effective staffing, training, and compliance management for 22 team leaders and 210 associates.

- Enhanced team performance through strategic leadership and development initiatives.
- Cultivated a high-performing workforce through a strategic development program, leading the district with 8 leadership promotions in one year.

Education

Master of Business Administration | Benedictine University

Bachelor of Arts in Communication | Millikin University

Affiliations

- Leading HR Certification | Hacking HR | November 2024
- SHRM-SCP (Society of Human Resources Management) | Senior Certified Professional | June 2019-Present
- Associate Board | New Moms
- 2024 Willie's Warriors Leadership Initiative | Chicago Foundation for Women