

Kiera Tachiera

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EXECUTIVE SUMMARY

Hybrid marketing strategist and campaign architect with 10+ years bridging consumer and enterprise, brand and performance, global and local, human and AI. Brings brand narratives to life through multi-channel campaigns (paid, owned, earned) that drive measurable growth—from 227% YoY application increases to industry-leading paid media efficiency and multi-million-dollar reach. Deep expertise in full-funnel campaign strategy, brand storytelling, cross-functional orchestration, and AI tools as accelerants, not gimmicks. Combines strategic rigor with creative ambition—yes, always starting with a brief.

Leads with warmth and rigor—mentoring early-career marketers into their sharpest strategic thinking, marking team milestones intentionally, and cultivating cultures where individuals feel genuinely seen, celebrated, and part of work they're proud of. Audience-obsessed and culturally fluent, with a sharp instinct for trending formats (before they've been overplayed), emerging channels, and the cultural moments that turn campaigns into conversations. Thrives in fast-paced environments and delivers with focus and clarity through shifting timelines and competing priorities.

EXPERIENCE

ServiceNow — Sr. Manager, People & Purpose Integrated Campaigns

Santa Clara | Mar 2026 – Present

- Promoted by VP, People & Purpose Brand to lead newly-formed integrated marketing team—building operating model, KPI framework, and team structure to unify three siloed functions across talent, learning, and purpose.
- Strategically deploy team across priority multi-pillar moments throughout the year, embedding integrated marketers into cross-functional initiatives to bring cost-efficiency, creative consistency, and disciplined ways of working to highest-visibility brand moments.
- Built market entry strategy for India and West Palm Beach from the ground up, leading integrated talent campaigns spanning paid, owned, and earned channels.
- Strategically deployed **\$2.6M+ paid media budget** across digital and social channels as a testing ground for creative ideas and audience insights, using data-driven A/B testing to continuously optimize performance.
- Built scalable campaign management infrastructure grounded in disciplined strategic briefs—reducing planning cycles while improving creative quality, cost-efficiency, and cross-team coordination on complex initiatives.
- Secured executive alignment for integrated campaigns by translating strategic vision into clear, data-driven, C-Suite-ready narratives that connected marketing activity to shared business outcomes.

ServiceNow — Marketing Manager, Global Talent Brand Campaigns

Santa Clara | Jan 2021 – Feb 2026

- Brought brand narratives to life across four geographic markets (India, Japan, UK&I, U.S.), leveraging transcreation to craft culturally relevant content strategies that grew regional talent pipeline and elevated ServiceNow's employer positioning.
- Led global talent brand repositioning and messaging strategy across all digital channels, executing integrated campaigns that drove **227% YoY increase in job applications** and delivered a **record-breaking 1.4M applications** by year-end.
- Scaled global awards and accolades program from 15 placements at takeover to **100+ annually**, with **10x growth** in top-50 list rankings. Orchestrated integrated MarComms plans across Comms, Brand Creative, Exec & Brand Social, Storytelling, PR, and Thought Leadership as **central organizer and primary stakeholder**—embedding wins into earnings calls, executive briefings, paid media, OOH, and corporate reports.
- Shaped social-first content strategy across global markets, including India influencer program that partnered with 6 creators on 12 pieces of content—generating **3.79M impressions, 542K video views, and 18.3K clicks** to careers site while outperforming Instagram engagement benchmarks.
- Launched executive thought leadership program in partnership with Comms and PR, amplifying leader voices across LinkedIn, earned media, and industry events to build brand credibility in AI, workforce transformation, and enterprise innovation.
- Built strategic partnerships with LinkedIn, Glassdoor, Fortune, BuiltIn, AmbitionBox (India), and TalentBook (Japan) to expand talent brand reach and generate co-branded content positioning ServiceNow as the AI employer of choice.

- Championed **AI tool enablement** across the team, training marketers on Claude and Microsoft Copilot while building AI-powered operational tools (competitive intelligence trackers, campaign pressure-testers, brand scorecards) that accelerated workflows and expanded strategic capacity without adding headcount.

Twitter — Marketing Manager, Talent Brand (Contract)

San Francisco | Aug 2019 – Dec 2020

- Led integrated talent brand campaigns across Social, Paid Media, Design, Recruiting, and Comms, positioning Twitter as employer of choice in a competitive **Big Tech talent market (Meta, Google, Apple)**—transforming talent brand from communications afterthought into strategic recruiting asset.
- Built Twitter's **first internal ambassador program**, activating employees across Engineering, Sales, and Product as authentic brand advocates and expanding organic reach beyond Twitter's **250K+ follower talent handles**.
- Spearheaded original talent brand content production (video, photography, blogs, editorial) with in-house creative team, differentiating employer brand in a market where every Big Tech company competed for the same engineers.
- Managed careers.twitter.com as flagship talent brand destination, aligning content and design with global recruiting priorities across engineering, product, design, and business roles worldwide.

Eventbrite — Social Media & Content Marketing Manager

San Francisco | Aug 2015 – Aug 2019

- Drove consumer brand growth across a marketplace reaching millions of event-goers, growing **Instagram 115% YoY and Facebook 175% YoY** while scaling brand presence from 3 to 9 U.S. cities plus London—establishing Eventbrite as a consumer lifestyle brand, not just a ticketing platform.
- Built consumer-facing brand and content playbook adopted across global markets, establishing culturally-adaptive brand voice and content standards that scaled consumer engagement across diverse regional audiences and event categories.
- Launched Eventbrite's first influencer marketing program, partnering with lifestyle and culture creators aligned to consumer event personas (concert-goers, foodies, wellness seekers, festival attendees)—driving measurable increases in consumer engagement, brand affinity, and NPS.
- Created and executed high-performing paid media campaigns, achieving **industry-leading \$0.16 CPC** while maintaining brand standards and creative quality.
- Owned consumer content strategy and editorial calendar, aligning Editorial, Brand, PR, and Product teams around unified narrative and cadence tied to cultural moments (SXSW, Coachella, New Year's Eve).
- Partnered with Product and Data Insights teams to launch **Eventbrite's first-ever consumer research focus group program**—leading research sessions with event-goers and synthesizing insights that informed content and persona strategy, editorial direction, UX updates, and marketing campaigns.
- Trained and mentored content producers, scaling internal creative capacity and establishing systems that improved team capability and retention.

ADDITIONAL EXPERIENCE

7x7.com — Freelance Contributor

Bay Area | Nov 2021 – 2024

- Contributed lifestyle, culture, and Bay Area editorial content across food, family, and local culture verticals over three years—generating 1M+ pageviews while maintaining consumer writing craft alongside enterprise marketing role.

SKILLS

Leadership & Strategy: Integrated campaign strategy, cross-pillar orchestration, market strategy, employer and corporate brand positioning, budget management, paid media optimization, team building, talent development, executive communication

Campaign & Communications: Campaign architecture and brief development, audience segmentation, message strategy, channel sequencing, copywriting, content strategy, storytelling, visual communication, internal communications

Analytics & Optimization: KPI definition and dashboards, performance measurement, data-driven optimization, Google Analytics, Tableau, experimentation and testing, ROI analysis

Tools & Platforms: Claude, Copilot, ChatGPT (workflow automation, strategy, content creation), Microsoft 365, ServiceNow platform, Sprinklr, Hootsuite, Canva, Figma, JIRA, AEM, Adobe Creative Suite, TikTok, Instagram, Facebook, X, Substack

EDUCATION

San Francisco State University — B.A. Broadcast & Electronic Communication (Emphasis: Writing for Media)