

# MELISSA FORCELLA, SHRM-SCP

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## STRATEGIC HR BUSINESS & TALENT ACQUISITION PARTNER | TRUSTED ADVISOR AND INFLUENCER

Verifiable record as a strategic HR business partner. Uniquely positioned with experience in both talent acquisition and HR business consulting in a high growth setting. Extensive experience working with a variety of clients on diverse projects and challenging recruitment searches. Collaborative consulting approach with a natural ability to communicate. Deliver value by leveraging strong research and marketing background to introduce and develop initiatives and programs. Team player who gains respect from colleagues and clients through effective rapport building. Exhibit grace under pressure while addressing and resolving issues and providing solutions. Recognized for strong work ethic, integrity and drive.

### CORE COMPETENCIES:

<ul style="list-style-type: none"><li>▪ Relationship management</li><li>▪ Performance management</li><li>▪ Process improvement</li><li>▪ Organizational assessments</li><li>▪ Recruitment searches</li><li>▪ Talent acquisition</li></ul>	<ul style="list-style-type: none"><li>▪ Interviewing</li><li>▪ Onboarding</li><li>▪ Negotiations</li><li>▪ Presentations</li><li>▪ HR audits</li><li>▪ Research and HR analytics</li></ul>	<ul style="list-style-type: none"><li>▪ Employee engagement</li><li>▪ Employee development</li><li>▪ Training</li><li>▪ Job analysis</li><li>▪ HRIS and ATS</li><li>▪ Compensation</li></ul>
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### PROFESSIONAL EXPERIENCE

#### HELLO ALICE, Remote US based

Feb 2021-May 2023

*Series B Venture backed fintech platform offering funding and resources to a community of over 1 million business owners in all 50 states. Hello Alice has the largest network of owners in the country while tracking data and trends to increase the success rate for entrepreneurs.*

#### Director of Talent Acquisition

As the second hire in the HR team and in partnership with the Head of People, built the talent acquisition function for this high growth Series B venture backed technology platform. Recruited critical roles at all levels, built processes and implemented technology solutions to improve efficiency. As the company grew, my role diversified, taking on other critical HR business partner responsibilities.

- Consulted with senior leadership on future state organizational design, providing recommendations on specific roles and job leveling.
- Successfully filled technical positions within product and engineering and marketing to include frontend, backend and DevOps engineers, data roles, product managers, UX product design.
  - ◆ Received exceptional feedback from the board and investors on the time to hire, level of technical talent and retention of these hires.
- Part of an internal team which selected and implemented Rippling HRIS system moving away from a PEO provider.
- Spearheaded the selection of the ATS platform, Greenhouse. Led the full implementation and adoption of the software organization wide.
- Built a compensation model utilizing Pave compensation software, utilizing current valuation,

location and job families, analyzing the comp ratio of the current team and providing recommendations on future job leveling.

- Led external resource discovery to creatively meet our objectives without adding headcount. Presented recommendations to senior leadership. These consultants and agencies included a performance marketing solution, salesforce marketing cloud consultant and data consultant.
- Worked alongside finance to develop a staffing budget template. Responsible for tracking all FTE and contractor roles against budget.
- Managed all recruiting vendor relationships including US based and nearshore relationships.
- Researched immigration attorney solutions for 2 H1B candidates, successfully completing the visa application process.
- Designed a 30/60/90 day onboarding program for new hires, seamlessly integrating into the quarterly performance review cycle.
- Designed an HR analytics dashboard for the monthly HR steering committee meeting and presented to senior leadership.
- Developed and facilitated training for middle managers to build knowledge in hiring best practices and resource planning.
- In partnership with the Head of People, developed an OKR dashboard and collected input from managers.

#### **DELTA PRIME CONSULTING, Houston, TX, and Los Angeles, CA**

**2010 – 2021**

*A boutique HR and organizational development consulting firm.*

#### **HR Consultant**

Consulted and made recommendations on organizational effectiveness, productivity and performance. Recruited at all levels of an organization, including human resources, finance, marketing, communications, business and operations, with a particular focus on leadership-level positions. Focused on organizational assessments and HR audits, conducted employee interviews and analyzed data. Recommended streamlined process, branding ideas, sourcing talent, creating a pivotal talent pool, effective interview techniques and employee referral programs.

- Co-guided new leadership of an organization through multiple change management initiatives, recommending HR processes to ensure compliance, designed staffing and onboarding functions and recruited multiple positions, including leadership roles integral to the success. Efforts resulted in new processes, procedures and structure. Aided in communicating the change to employees.
- Coached a CEO by conducting an organizational assessment, then recommended a future-state HR team to improve team dynamics, resulting in increased employee engagement.
  - ◆ Received positive feedback from training designed and delivered to advise managers on how to interview and hire for cultural fit.
- Ensured a large organization could recruit quality staff by delivering recommendations to build a best-in-class talent acquisition function that created a pipeline of quality candidates.
- Offered recommendations for a new HRIS and ATS to a group of charter schools and assisted with the implementation, identifying resistors and building relationships to move the work forward.
- Enhanced a government agency's HR and recruitment processes to make it an employer of choice by working with the director to elevate the function strategically. Streamlined processes, rebranded job postings and increased passive sourcing and college recruitment.
  - ◆ Facilitated small-group training to the newly formed recruitment function, increasing awareness of general talent acquisition concepts.
- Provided insight to an organization as to why it was unable to secure the right candidates by assessing its recruitment and onboarding processes. Recommendations were adopted and improved the organization's ability to hire top talent.

**FREELANCE CONSULTANT, Houston, TX****2006 – 2010**

Consulted on a number of projects, but mainly spent time raising family.

**AMPRO ENERGY, Houston, TX****2003 – 2006**

*Start-up retail energy provider for commercial and residential customers.*

**Director, Business Development and Product Marketing**

Managed business development. Acted as a member of the leadership team, providing input on the overall strategy and direction.

- Led effort to launch the brand, working with a marketing firm, resulting in adding value to the company, which was later sold.

**LEHMAN BROTHERS, London, UK****2001 – 2003**

*Global investment bank with 26K employees.*

**Associate – Product Marketing Team**

Marketed equity research materials for sales traders and clients. Worked within a fast-paced, time-sensitive and fluid environment.

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**EDUCATION | CERTIFICATIONS | AFFILIATIONS**

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Certificate, HR Analytics – Cornell University, Ithaca, NY, 2020

Certification – SHRM-SCP Certified Professional, Society for Human Resource Management

Certification – SHRM-SC Certified Professional, Society for Human Resource Management

Member – SHRM National Chapter, Society for Human Resource Management

Bachelor of Arts, Business Administration – University of Northumbria, Newcastle-Upon-Tyne, UK

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**VOLUNTEER ACTIVITIES**

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Volunteer – Kids Meals, Houston, TX

Volunteer – Awty International School, Houston, TX