



Vice President Recruitment & Operations

Key member of leadership team driving strategic growth, recruitment and operations for a small boutique recruiting firm. Skilled collaborator and natural leader with demonstrated excellence in business development, client retention, marketing, operations and leadership. Highly driven and goal oriented professional with excellent written & oral communication and presentation skills.

Honoree for Houston Business Journal's 40 under 40 business and community leaders in 2022.

✉ sueellenburch@me.com

☎ 281-723-2187

📍 Tomball, Texas

🌐 <https://www.linkedin.com/in/sueellenburch/>

SKILLS

- Business Operations
- Full Cycle Recruiting
- Strategic Business Planning
- Key Account Management
- Turnaround & High-Growth Strategies
- Social Media Marketing
- Marketing Strategy
- Customer Relationship Management
- Training & Development
- Contract Negotiations
- Budgeting & Forecasting

EDUCATION

BACHELOR OF ARTS | DOUBLE MAJOR

Psychology & Business, Focus in Marketing

Houston Baptist University | Graduated August 2008



CAREER

VICE PRESIDENT

Rockin' R Search | May 2022 - October 2023

- Develop and execute the company's strategic plan, setting clear goals and objectives.
- Provide visionary leadership to the recruiting team, guiding them in achieving their targets.
- Identify new market opportunities and areas for business expansion.
- Identify potential clients and generate new business through sales and marketing efforts.
- Stay updated on industry trends and competitors.
- Negotiate contracts and agreements with clients.
- Oversee the full recruitment process, from candidate sourcing to placement.
- Ensure quality control in candidate selection and screening.
- Monitor and improve recruitment strategies to attract top talent.
- Develop and manage the firm's budget.
- Monitor financial performance, track expenses, and optimize profitability.
- Implement cost-effective strategies and maximize revenue.
- Stay up to date with the latest recruiting technology and tools.
- Implement and optimize the use of applicant tracking systems (ATS) and other software.
- Identify opportunities for process improvement and operational efficiency.
- Encourage a culture of learning and development among the team.
- Adapt to changing market conditions and emerging best practices.
- Foster a culture of fairness and integrity within the firm.



PROFESSIONAL DEVELOPMENT

- Vistage Trusted Advisors Group, Vistage Chair Ken Proctor | January 2022-Present
- EOS Conference, Breakout Training/Classes | April 2021
- Innovative Sales Strategies Workshop, John Asher | April 2021
- Vistage Executive Summit, Breakout Training/Classes | May 2021
- The Presidents Forum, hosted by The Entrepreneur Institute | October 2021
- How to be a Great Boss Workshop, Rene Boer & Beth Fahey | January 2022

VOLUNTEER & ORGANIZATIONS

- Member and Volunteer for Women's Committee, Association of Corporate Growth | 2020-Present
- Board Member, Director of Marketing, National Business Development Association | 2020-2021
- Mentor for Rhythmic Movement Training consultants and instructors | 2015-2017
- American Marketing Association member | 2007-2012
- Volunteer, SIRE Horseback Therapeutic Riding Centers (Special Needs Individuals) | 2008
- Board Member, A Future For All (NPO) | 2010 – 2012

References
AVAILABLE UPON
REQUEST

CAREER



DIRECTOR OF GROWTH

AltruVista | October 2020 - May 2022

- Hired to directly impact the organic growth and expansion of AltruVista through business development and marketing
- Design and execute the strategy and process for all business development efforts for the firm
- Member of the leadership team utilizing my expertise for strategic planning, budgeting, forecasting, training, key account relationship management, and growth
- Train, develop, and manage all sales and marketing employees, contractors and vendors
- Establish strong relationships with centers of influence and strategic alliances to increase consistent prospect referrals
- Responsible for the full design and execution of all marketing strategy and brand awareness, positioning AltruVista as an expert in the wealth planning industry for high-net-worth entrepreneurs
- Managing and maximizing new client acquisition as a subject matter expert on our propriety planning process Wealth with Purpose®
- Key accomplishments:
 - Grew client base by securing 17 new planning clients with \$185,000 new client planning revenue and net new AUM recurring revenue of \$485,000 in 2021
 - Reduced marketing and advertising spend by over 41% in first year while effectively rolling out a new website, starting 2 new social platforms and increasing social awareness and engagement over 250%
 - AltruVista named as FAST 100 growing companies by Houston Business Journal in 2021
 - Closed the largest new client ever for the company with a total net worth of \$300M, expected annual revenues of \$250,000

SENIOR NATIONAL RECRUITER

Burnett Specialists | March 2017 - June 2020

- Responsible for delivering all facets of the recruiting process for sales, human resources, marketing, legal, administrative, healthcare, environmental and safety positions
- Marketed our services to prospective clients through telemarketing, in-person cold calls and client visits
- Searched for qualified candidate resumes using Boolean in Career Builder, Indeed, Monster, LinkedIn and internal database
- Worked directly with hiring managers and HR staff to ensure that our clients hired the best talent for their open position by developing and executing recruiting plans
- Created a strong network of referrals through industry contacts, association memberships, placed candidates, social media, and trade groups
- Responsible for training, mentoring, and supervising new recruiters and staff assistants within division
- Awarded Rookie of the Year for 2017, Recognized by HAAPC as a Top Achiever for Technical Recruiting in 2018 & 2019

FOUNDER & PROGRAM DIRECTOR

Fusion Wellness Group | August 2011 - March 2017

- Created and implemented individualized kinesthetic based one on one programs for individuals with special needs, trauma and grief
- Developed multiple programs through the organization inclusive of dance/movement classes, group sessions, one on one client sessions and one on one parent training
- Certified trainer for Rhythmic Movement Training classes taught to parents, teachers, and professional service providers
- Participated in continuing education workshops and seminars worldwide to maintain a high level of standard of service to clients and remain well versed on the most innovative therapeutic techniques available
- Networked and volunteered in local school districts to share new ideas and methods with teachers and administration