

AUBREI HAYES, MPA

PEOPLE EXPERIENCE & INCLUSION STRATEGY PRACTITIONER

Personal Objective

A vibrant activist passionate about body positivity and owning your story by leading innovative communities and living life fabulously.

Contact Information



aubhayes23@gmail.com



Thee Diversity Diva

Key Strengths

- Project Management
- Stakeholder Management Communications
- Diversity Consultation
- Audience Analysis
- Global/Cross-Culture Project Management
- DE&I Data-Driven Practices
- Community Engagement
- Organizational Management
- High Emotional Intelligence

Academic Background

INDIANA UNIVERSITY BLOOMINGTON

Masters in Diversity Management Analysis | May 2021
BA in Media Advertising | May 2019

- Related Coursework: Strategic Organizational Planning, Racial and Social Policy, Media Processes, and Effects, Integrated Marketing Campaigns, Negotiation, and Dispute, Cultural Development, and Planning.

Employment Summary

ASSOCIATE DIRECTOR, TALENT, ENGAGEMENT, AND INCLUSION

Digitas | March 2022 - Present

- Lead our Talent, Engagement, and Inclusion Department for the agency and lead network-wide initiatives related to DEI outcomes through project management, DEI strategy goal setting, cultural activations and program activations, external partnerships, audits, and cultural planning.
- Create internal DEI frameworks and training with the TEI team for inclusive leadership training and curating an equitable environment for all.
- Support and advises BRGs on strategy, program development, and membership initiatives and activations. Creates and implements systems to amplify BRGs impact on talent, culture, and marketplace.

SENIOR TALENT AND INCLUSION SPECIALIST

FleishmanHillard | Jan 2021 - March 2022

- Co-created and lead Faces of FH: a webinar that highlights FH's practices and specialties while providing an inside look into the DE&I programs and initiatives available.
- Implemented an interview guide and case study that dismantled bias within the interview process now used across 80+ offices globally and raised hiring of diverse talent by 33%.
- Developed and reported analytics to determine the success of programs and initiatives to build inclusivity and retention opportunities.
- Curated and analyzed monthly and quarterly DE&I progress reports to monitor success towards our DE&I yearly plans.

MULTICULTURAL ADVERTISING INTERNSHIP PROGRAM DIVERSITY AND INCLUSION FELLOW

MAIP and 4A's | Feb 2020 -Aug 2021

- Awarded the 2020 Clarence Leroy Holte MAIP Fellow of the Year
- Selected by Digitas to establish diversity and inclusion initiatives as core-values throughout all business practices
- Interacted with agency leaders, discipline-based training for diversity and inclusion, and creating groundbreaking campaigns to promote innovation in the program's first virtual engagement program

Career Highlights

- Created a Talks with TEI platform at Digitas to bolster inclusive education through curated experiences from our employees promoted to our employees.
- 2023 MAIPER to Watch, Billy Davis Award Nominee, and MAIP's 50th Diamonds of the Decades Nominee
- Fostered and implemented mental health awareness and neurodiversity business resource group Heart to Mind, which led to the implementation of a program to help support and accommodate our neurodiverse employees.
- Curated a body positivity/self-love symposium to educate on the missing identity of DE&I that reached over 5,000 community and talent leads.
- Restructured Digitas' Business Resource Group strategy and curated quality activations and program planning for our national leads with an 86% employee attendance increase.
- Co-lead and facilitate Global-wide conversations designed to help cultivate a better understanding of one another while tackling uncomfortable conversations for over 4,000 employees worldwide.
- Launched and piloted a global 360 cultural assessment facilitation with LCW for over 4,000 employees.
- 2020 ADCOLOR Future Recipient; Received the 2020 Clarence Leroy Holte MAIP Fellow of the Year

AUBREI HAYES

PEOPLE EXPERIENCE & INCLUSION STRATEGY PRACTITIONER
PROFESSIONAL REFERENCES



PROFILE

A vibrant activist passionate about body positivity and owning your story by leading innovative communities and living life fabulously.

CONTACT

aubhayes23@gmail.com
www.theediversitydiva.com | Illinois



BRITTANY DEAVER

Senior Vice President
Talent
Digitas North America
brittney.deaver@digitas.com

REEMA ELGHOSAIN

Vice President
Talent, Equity & Inclusion
4 As Foundation
RElghossaine@4as.org



DANISHA LOMAX

Executive Vice President, Head of Client
Inclusivity
Digitas North America
danisha.lomax@digitas.com

TRACI MCMURRAY

Senior Vice President of Talent Acquisition
FleishmanHillard
traci.mcmurray@fleishman.com