

# 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](mailto:aubhayes23@gmail.com)



[Thee Diversity Diva](http://TheeDiversityDiva.com)

## 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.

## 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

## 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

# AUBREI HAYES

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PEOPLE EXPERIENCE & INCLUSION STRATEGY PRACTITIONER  
PROFESSIONAL REFERENCES



## PROFILE

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## CONTACT

[aubhayes23@gmail.com](mailto:aubhayes23@gmail.com)  
[www.theediversitydiva.com](http://www.theediversitydiva.com) | Illinois



### BRITTANY DEAVER

Senior Vice President  
Talent  
Digitas North America  
[brittney.deaver@digitas.com](mailto:brittney.deaver@digitas.com)

### REEMA ELGHOSSAIN

Vice President  
Talent, Equity & Inclusion  
4 As Foundation  
[RElghossain@4as.org](mailto:RElghossain@4as.org)



### DANISHA LOMAX

Executive Vice President, Head of Client Inclusivity  
Digitas North America  
[danisha.lomax@digitas.com](mailto:danisha.lomax@digitas.com)

### TRACI MCMURRAY

Senior Vice President of Talent Acquisition  
FleishmanHillard  
[traci.mcmurray@fleishman.com](mailto:traci.mcmurray@fleishman.com)