

AUBREI HAYES

DIVERSITY AND INCLUSION MANAGER

Personal Objective

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

Contact Information



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aubhayes23@gmail.com



[Thee Diversity Diva](#)
[Curve Logic](#)



[Aubrei Hayes](#)
[@aubhayes](#)

Key Strengths

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

Employment Summary

SENIOR TALENT AND INCLUSION SPECIALIST

FleishmanHillard | Jan 2021 - Present

- 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 -present

- 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
- Interact 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

DIVERSITY, EQUITY, AND INCLUSION FELLOW

Indiana University Bloomington | Mar 2019- Aug 2020

- Organizing intentional engagements while corresponding to affected areas (i.e. recruitment and retention)
- Keeping abreast of external diversity and inclusion initiatives, reading and researching best practices, and putting forward proposals for review
- Utilizing metrics to inform and influence strategic planning and decision making

Academic Background

INDIANA UNIVERSITY BLOOMINGTON

Masters in Diversity Management Analysis| May 2021

- Public Management, Media Relations, and Information Systems
- Related Coursework: Strategic Organizational Planning, Racial and Social Policy, Negotiation, and Dispute, Cultural Development and Planning

BA in Media Advertising | May 2019

- Concentration: Creative Industry Management and Public Relations; Executive Dean's List Honoree
- Media Psychology, Media Persuasion, and Cultural Studies
- Related Coursework: Principles of Public Relations, Media Processes, and Effects, Integrated Marketing Campaigns

Career Highlights

- Co-lead and facilitate Global-wide Lose The Whispers- conversations designed to help cultivate a better understanding of one another while tackling uncomfortable conversations for over 4,000 employees worldwide.
- Launched the first DE&I virtual summit and managed the roll out of global ERGs at FleishmanHillard.
- Launched and piloted a global 360 cultural assessment facilitation with LCW for over 4,000 employees.
- 2020 ADCOLOR Future Recipient;
- Presented an Internal Diversity Growth Proposal to over 3,000 industry change-makers at AdColor with a 90% positive feedback post-survey.
- Received the 2020 Clarence Leroy Holte MAIP Fellow of the Year

AUBREI HAYES

DIVERSITY AND INCLUSION MANAGER
PROFESSIONAL REFERENCES



PROFILE

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CONTACT

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