

# Let's Talk Business

## For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

Published February 2023

### A Day in the Life of a Talent and Culture Partner

We had a conversation recently with Kat Lo, a Ted Rogers School alumna, graduating from the Hospitality and Tourism Management program in 2019.

She is currently working as a *Talent and Culture Partner* at AfterShip. AfterShip is a post-purchase platform that offers branded, real-time shipment tracking and notifications to assist companies in increasing sales and developing a better customer experience.



Within this report, we take an in-depth look into her experience as she takes the time to navigate us through her journey to her current role as a Talent and Culture Partner.

**Q:** What do you do on a "day-to-day" basis in your current role as a Talent & Culture Partner at AfterShip?

**A:** I manage recruitment of all North American and European teams at AfterShip, a global e-Commerce Software as a Service (SaaS) company. My main areas of recruitment involve Sales, Marketing, Customer Success, Legal, and Finance. At AfterShip, we are on a mission to empower eCommerce businesses worldwide to succeed with the best automation platform.



Manage recruitment for the North American and European Teams



Specialize in the Recruitment of Sales, Marketing, Customer Success, Legal, and Finance professionals



Contribute to AfterShip's effort to empower countless e-Commerce businesses across the globe

**Q:** What technology platforms do you use in your role?

**A:** Greenhouse ATS (Applicant Tracking System), LinkedIn Recruiter, Google Suite, Slack, Zoom, Notion, Loom.



G Suite



zoom

**Q:** How does your industry impact the world?

**A:** E-Commerce is at the forefront of the way consumers buy the things they need. The necessity for online shopping was greatly accelerated by the pandemic, but continues to be an essential service that empowers businesses to carve a new path in the way they operate and serve global customers, as well as empowering new entrepreneurs to grow.

Within this, specifically about HR and Recruitment, it is an ever-changing landscape of matching skilled individuals with opportunities to thrive, build great teams, and ensure people feel fulfilled within their workplace.



**The e-Commerce industry is increasingly having a larger footprint in the world.**

**Q:** Which industry trends should aspirational students be aware of?

**A:** For students getting into recruitment, I would recommend paying attention to data-driven recruitment strategies, the continuous rise of remote-work and distributed teams, and the ever-increasing competition for top talent.



e-Commerce is becoming increasingly more data-driven



Ever-increasing strong competition for top talent



Working remotely is becoming the new normal

**Q:** What advice would you provide a Ted Rogers School student who aspires to work in your industry upon graduation?

**A:** Spend time to think about what your values are, what you *really* enjoy doing and what you're good at. It's important to focus and continue re-focusing on these things throughout your career because your interests or circumstances may change, and there will certainly be events in your life that will cause you to adapt to new challenges.

Stay focused on your values, and the things within your control - this will help you stay balanced.

## Want to Learn More for Free?



### Learn What Recruitment Skills are In-Demand

In this article by Indeed, readers are enlightened about what skills are in-demand within the field of Recruitment, as well as how to improve on them. To view this article, click [here!](#)



### How to Break into Recruitment with No Experience

This article by Ginni Miglani, an HR professional provides those with little to no experience within the field of recruitment with valuable tips on how to be more marketable. Click [here](#) to view the article!



### Find an Internship!

TalentEgg is a website that provides students with job applications for a variety of internships, including those that are paid. To view this website, click [here!](#)



## Visit the Business Career Hub

### Employer Events

Interested in expanding your network and meeting industry professionals? BCH organizes and hosts many industry events - refer to your 'Careers Newsletter' for a list of employer events.

### Bootcamps/Prep Programs

Digital Communication - Elevator Pitch and/or Personal Branding, Emotional Intelligence, Having Courageous Conversations. [Click here to register for current bootcamps.](#)

### Career Coaching

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



### Career Consultant Contributor

#### Olivia Baratta

Olivia is a Career Consultant and TRSM Alumni, with 9+ years of experience in the hospitality, real estate and academic sectors. She brings her passion for building meaningful experiences for her clients to develop and showcase their unique brand.



### Student Contributor

#### Terel Leslie

Terel is a 2nd-year Human Resources Management student working as a Project Coordinator at the Business Career Hub. He is deeply interested in the world of workforce management and development and strives to pursue a career in the human resources field.