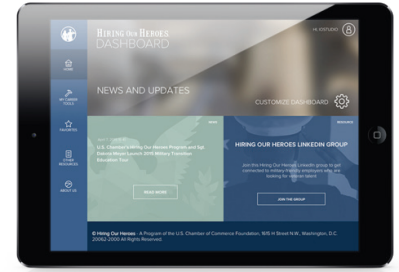


MyHOH Dashboard

iostudio – A Case Study

MILITARY VETERANS NEEDED SOMEONE WHO SPOKE THEIR LANGUAGE.

The U.S. Chamber of Commerce Foundation called on iostudio to partner with Hiring our Heroes, one of its signature programs, to make it easier for veterans to find work. Our initial research showed that the best way to do this was to focus on helping veterans with their resumes. And then, we needed to put these resumes in front of employers.



WE BUILT THEM A TRANSLATING, BRANDING MACHINE.

To start, we created the Personal Branding Resume Engine, a helpful, step-by-step tool that walks veterans through the process of building an effective resume. At the heart of the Resume Engine is a powerful translator we built that turns military experience into HR-ready language focused on work, skills and training.

In just the first six weeks, the Resume Engine received over 30,000 unique visitors. Today, over 26,000 resumes have been created, and more than half of those are available for employers to search.

Now the work has grown to include additional sites. Career Spark for spouses who want to organize their own experience and Employer Roadmap for employers interested in hiring and retaining veterans. Virtual Job Scout for making real-time connections. And a central dashboard that ties it all together. The websites we've crafted for Hiring Our Heroes have seen over 93,000 accounts created to date.



TO CONNECT THIS UNIQUE GROUP OF JOB SEEKERS AND EMPLOYERS, WE'VE PRODUCED:

- Branding
- Multiple websites and digital applications
- Secure platform for data storage and transmission
- Content marketing
- Email marketing
- Trade show signage
- Sales material

