

## Strengthen your employer brand reputation by leveraging Hiring Enterprise Program

**The challenge:** Filling essential job positions in a short-term period

Copec S.A. needed to replace essential job positions quickly, aiming to fill over 100 vacancies within a year due to company growth and evolving challenges. To achieve this goal efficiently and swiftly, the company used LinkedIn as a primary platform for seeking and engaging top professional talent.



With LinkedIn Recruiter and the Hiring Enterprise Program, we have successfully achieved our corporate talent acquisition goals with higher quality and efficiency. The platform has been essential in reaching this success, providing advanced tools previously beyond our reach. Additionally, the training program developed by LinkedIn has facilitated knowledge sharing among our professionals, significantly improving our hiring results.”



**M. Magdalena Mandujano**  
Head of Talent Attraction at Copec S.A.

+5,000

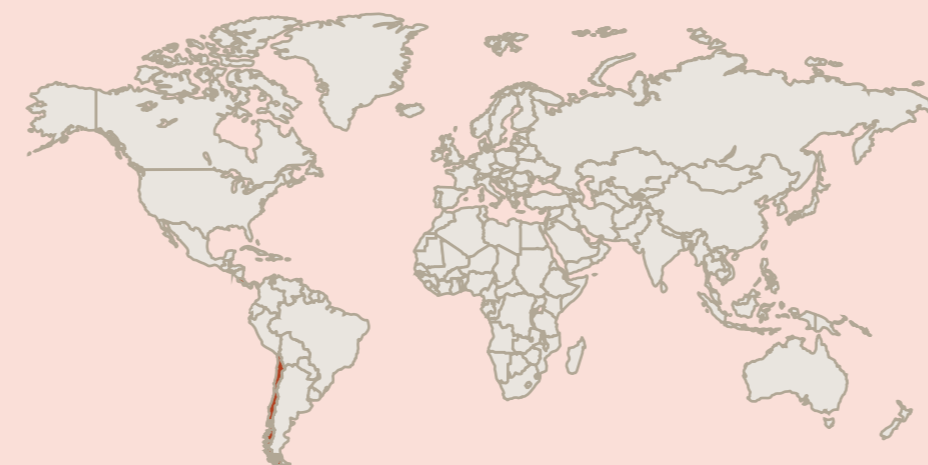
new followers

+6.5%

increase in page visits

+3,500%

growth in job searches



## The solution: Unlimited access to LinkedIn Recruiter and comprehensive training sessions

Following a thorough analysis by both and Copec's Talent Attraction team, it was recommended that Copec upgrade from their "à la carte" program to a comprehensive Hiring Enterprise Program (HEP), granting them unlimited access to LinkedIn Recruiter. Additionally, LinkedIn conducted extensive training sessions for Copec's Talent Attraction team, providing a skill refresher and ensuring the entire team could fully leverage the platform's features. This approach fostered a collaborative environment and significantly improved their recruitment process.

This upgrade included advanced search functions, candidate engagement through InMail messaging, AI-driven job postings, and more efficient talent pool management, generating higher chances of attracting and connecting with the best talent on the market.



+3,100

growth in applicants

+56%

increased in hired  
influenced by LinkedIn  
Recruiter

