



# How Dubai-based Careem attracts top Silicon Valley engineers.

## SUCCESS STORY

Fast-growing **Careem** had no trouble attracting job applicants, just not always the right kind. Wanting to focus on quality over quantity, Head of Talent Acquisition Nicki Hague saw employer branding as fundamental to successful recruitment. With the help of a LinkedIn Career Page and LinkedIn Recruiter, Hague and her team were able to put brand at the core of their recruitment strategy.



### More LinkedIn followers

Within months of launching a content marketing strategy, Careem saw a 5x increase in LinkedIn followers.



### Global brand reach

LinkedIn allows the acquisition team to easily communicate its employer brand with candidates across the globe.



### Time and money savings

With 300 applicants submitting for every role, filters in LinkedIn Recruiter help the team screen applicants faster.



## THE CHALLENGE

# Finding the best people globally

The lack of clarity on what skills were needed to fuel growth—and virtually no tools to help locate qualified people—left Hague and the acquisition team drowning in low-quality applicants. Hague knew the team needed to create a brand profile that would attract top people globally.

## THE SOLUTION

# Showcasing a unique company

Careem launched a [LinkedIn Career Page](#) that showcases company culture, articulates values, and conveys the energy of the work environment. Highlighting Careem's employer brand, the page has helped attract top, in-demand product and engineering specialists, while improving conversion rates. Hague and the team push out relevant content via InMail—such as blog posts on company projects—that helps engage passive candidates. With 300 applicants, on average, for every job post, [LinkedIn Recruiter](#) helps the team filter for skills to home in on the right people, faster.

[Learn more](#)

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If I had to describe LinkedIn in one word, it would be ‘essential.’



Nicki Hague

Head of Talent Acquisition  
Careem