

CASE STUDY

# American College of Cardiology

Improved engagement to their career center by

**47%**

Increased resume uploads by

**79%**

Grew career center revenue in the first year by

**17%**

“The support from YM Careers has significantly boosted our revenue and expanded engagement with our in-person career fair. The exceptional service and commitment to our success has been invaluable.”



**Tatyana Kelmanson**  
Associate Web Manager,  
American College of  
Cardiology

## ACC Cardiology Careers: Triple Threat – Boosting Revenue, Engagement and Resume Submissions in Year One

American College of Cardiology (ACC) made the switch to YM Careers from a different job board provider. They were looking to grow their member engagement, career resources and non-dues revenue. The YM Careers team showed ACC how their association could provide members with an invaluable career resource while driving more revenue with turnkey solutions.

They continue to work with YM Careers for new offerings to their members including Career Benchmark Dashboards, providing real industry peer data their members can use when making career decisions. These offerings further solidify ACC Cardiology Careers as a member added benefit and a true career destination.

### Solutions

- ✔ Dedicated sales support with data-driven strategic efforts and targets. In addition to custom marketing campaigns to drive sales and employer traffic.
- ✔ Resume Sweepstakes to drive traffic and engagement to their career center. Sweepstakes strategy included social posts, dedicated emails, website banners and more to bring awareness to Cardiology Careers.
- ✔ On-site and Virtual Career Fairs, with white glove service from sales to marketing, providing additional non-dues revenue stream. A print and digital recruitment guide rounded out an additional career resource for members, while being able to engage one-on-one with employers.



### Summary

Providing a dedicated media sales support and custom marketing touchpoints to employers, ACC saw sales on their job board increase. YM Careers also provided a turnkey career fair service to engage members during ACC '24 with over 250 job seekers attending and 46 exhibitors, also providing a non-dues revenue stream. A Resume Sweepstakes rounded that out to drive additional awareness and engagement to cardiology careers.



### Challenges

Providing career services to members that they would find valuable and engage in. ACC and YM Careers came up with a marketing strategy to ensure successful sweepstakes and career fairs.



### Results

With the strategic support of YM Careers, ACC increased career center engagement by 47% in less than two years (June 2022 - August 2024), resume uploads by 79% in three months (November 2023 - February 2024), while increasing career center revenue by 17% in the first year (July 2022 - June 2023).

“ACC has partnered with YM Careers, switching from a different vendor to host our career center. Not only do they support the job board, but they create a well-rounded experience for job seekers, providing various resources to help them in their journey.”

### Tatyana Kelmanson

Associate Web Manager,  
American College of Cardiology

## About The American College of Cardiology

The American College of Cardiology (ACC) is the global leader in transforming cardiovascular care and improving heart health for all. As the preeminent source of professional medical education for the entire cardiovascular care team since 1949, ACC credentials cardiovascular professionals in over 140 countries who meet stringent qualifications and leads in the formation of health policy, standards and guidelines. Through its world-renowned family of JACC Journals, NCDR registries, ACC Accreditation Services, global network of Member Sections, CardioSmart patient resources and more, the College is committed to ensuring a world where science, knowledge and innovation optimize patient care and outcomes. Learn more at [www.ACC.org](http://www.ACC.org) or follow @ACCinTouch.



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