



Professional services & IT

Est. 1974

Headquarters

Fremont, CA and
Clearwater, FL

Employees

22,000

Early talent hires per year

217



TD Synnex reaches more students than ever in a hybrid world with Handshake's Expert Assist



560%

increase in
school partners



28%

engagement
rate



251%

increase in
student job views

TD Synnex is a leading global distributor and solutions aggregator for the IT ecosystem. After struggling to adapt to a hybrid environment, they partnered with Handshake's team of expert advisors to engage Gen Z in a personalized, scalable way.

Challenges

With limited brand recognition, TD Synnex struggled to tap into the right resources to effectively reach early career job seekers—especially during the pandemic.

To remain competitive, TD Synnex needed to rethink their digital presence and consider a more proactive and personal approach to differentiate their team and recruit top talent at scale.

1. Increase team bandwidth

With hundreds of open roles at any given time and limited time and resources, TD Synnex wanted to streamline their recruiting efforts and improve team efficiency.

2. Expand reach through virtual events

After realizing the benefits of virtual recruiting, TD Synnex needed a robust virtual event strategy to reach more candidates and engage with students on their terms.

3. Strengthen brand recognition among Gen Z

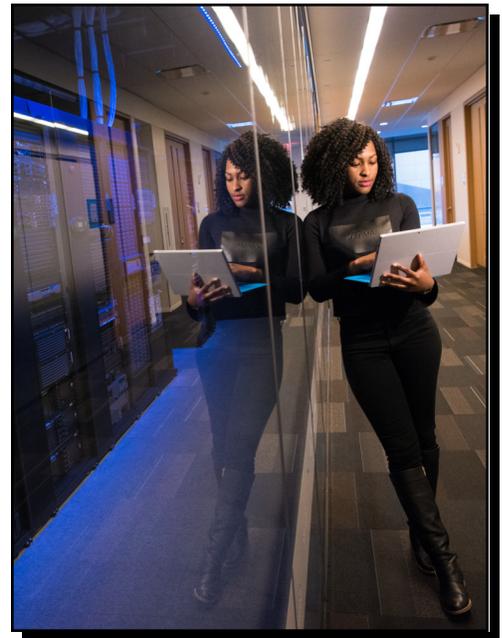
TD Synnex looked to establish a consistent brand message that effectively resonated with the most racially and ethnically-diverse generation, Gen Z, in an authentic and meaningful way.



There's no way you can become an expert overnight. Expert Assist is an incredibly cost effective way to upskill our team in a digital world.

David Jordan

Chief Financial Officer, TD Synnex



Solutions

By leveraging the team behind Handshake's Expert Assist, TD Synnex found creative ways to effectively reach their goals faster. Expert Assist is Handshake's comprehensive support add-on for Handshake Premium partners.

Messaging students at scale

TD Synnex works with Expert Assist to build lists of ideal candidates and message them at scale. By sending messages at optimum times and testing catchy subject lines, the team enjoys a 28% engagement rate from students.

Hosting virtual events that lead to results

To engage more students through virtual events, the Expert Assist team helped TD Synnex build out their virtual events strategy—from brainstorming event content to copywriting to tracking attendance and outcomes.

Spreading awareness across new regions

After struggling to find qualified candidates in Colorado, TD Synnex worked with Expert Assist to host a state-specific virtual event. Within one week of sending the invitations, TD Synnex had 50 students register for the event.

Additional results

559% increase in overall applicants

563% increase in women applicants

352% increase in Latine applicants

674% increase in Black applicants



Conclusion

By partnering with Handshake, TD Synnex takes a more efficient and effective approach to early talent recruiting—working smarter, not harder to achieve meaningful results.

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Expert Assist helps us expedite what we do at scale. We can be at 50 schools at once with a single campaign or virtual event. Now, we're doing more without losing momentum.

Brianna Berry

Supervisor of Talent Acquisition

Reach out to learn how to build a proactive recruiting strategy.

employers@joinhandshake.com | joinhandshake.com/employers