



Enhance the digital workforce with individual experts.

Cloud software company case study.



One of “CRN’s Top 50 Coolest Software-Defined Storage Vendors” looks to Crawford Group for a one-of-a-kind role to enhance their digital demand generation efforts.

Executive summary

Crawford Group co-created a combined role with the customer who had to do more with less. We were able to quickly onboard expert digital talent due to our talent recruiting practices and talent relationships.

Customer situation

This global Software-as-a-Service (SAAS) customer had the unfortunate combination of employee attrition and the inability to backfill those positions due to the lack of headcount funding. They needed to combine the skill set of two roles into a single person. They needed to rapidly secure and onboard experts to provide asset management, technical operations and project management for existing work in progress.

Approach

Without headcount available and efforts to prospect new customers at risk, this customer needed talent for an undetermined amount of time. They needed to:

- Fill critical talent gaps in digital demand generation to improve marketing capacity
- Minimize risk to deliver on expectations of marketing
- Increase business continuity
- Ready to work on day one

Crawford Group clarified the necessary skills, capabilities, and tasks required with the customer and determined if remote working was an option. Crawford Group’s talent strategy of “Always Be Recruiting” gave us the edge when it came to having the right talent available at our fingertips.

Solution

Reviewing the requirements, our talent team knew precisely the experts to reach out to within the talent community regarding the role. Utilizing Crawford Group’s modern talent management system, which allows us to foster the talent community and put active roles in front of relevant candidates, we were able to begin the onboarding process within days.

Solution, continued

“Audra” lives outside of a major metropolitan city and its buzz. She had a variety of roles in digital content where she was able to refine her expertise. She had a broad range of experience with digital asset development and management—first with a research center, then a brand agency before establishing her own freelancing business, where she served various of clients. Audra was eventually discovered by a media company for whom she went to work for several years. But the global pandemic had her searching for a new career adventure, and this is where Audra’s world and Crawford Group met.

The Crawford Group talent team liked Audra’s diverse experience and digital expertise. She was a good match of skills and culture for the customer, and living outside of top-tier city salaries meant she could be a good fit for the customer’s budget.

Measures of success

Audra will continue to serve as a critical part of the customer team for a year. So far, she has completed the implementation of a new asset management system, migrated critical asset documentation data, and carried out an effective content metadata tagging strategy for the customer. Happy with the experience and the outcome, the customer has requested and onboarded additional digital resources from Crawford Group.

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