



How Thankz helped Zimmerman Advertising hire **highly qualified** remote talent

Situation

Zimmerman Advertising needed a talent repository featuring available, highly qualified individuals with applicable skills.

Zimmerman Advertising is a full-service advertising agency that leverages proprietary methodology to deliver everything from media planning to creative services. When it experienced a period of rapid growth, the agency sought talent to fill a range of positions.

“It was all about having access to turnkey resources available within the organization during our expansion,” said Eli Rodriguez, Director of Human Resources. “We looked at the freelance market and tried to find companies with a repository of talent who had skills applicable to our industry and were available at a moment’s notice.”

The agency’s search for a provider led right to Thankz.



I can’t say enough good things about our experience with the entire Thankz team, and the amazing associates we’ve been able to hire through them. We went from ‘This can really help us’ to ‘Wow, this is great.’”

Eli Rodriguez

Director of Human Resources, Zimmerman Advertising

How Thankz helped Zimmerman Advertising hire **highly qualified** remote talent

Solution



Thankz helped us quickly fill open roles with capable, turnkey talent to ensure we can keep up with deliverables.”

Thankz is a global staffing agency that finds and manages skilled global teams that aim to increase an organization’s productivity and profitability. With its diverse workforce spanning seventeen countries across five continents and speaking fourteen languages, Thankz helps clients leverage a global workforce to allow savvy business owners to save on operating costs by hiring remotely.

“One of the main things that motivated us to engage the Thankz team was their openness about the process, what they offered, and how they could help us,” said Eli. “They brought in some subject matter experts from around the globe to help provide supplemental information, but most importantly, they were able to meet our hiring timeline.”

Thankz has also proved to be a cost-effective solution. According to Eli, if he had to hire the same number of individuals in the United States without the help of Thankz, he would probably pay a premium price that’s double what he’s paying now.

Furthermore, Eli raves about the level of communication and responsiveness he gets from the Thankz team. He likes the diversity of experience in so many business sectors, and he is pleased with Thankz’s business model and fee structure, which all “made Thankz incredibly competitive and appealing,” said Eli.

“Thankz helped us quickly fill open roles with capable, turnkey talent to ensure we can keep up with deliverables,” he added.

♥ Results



Excellent Staff

Eli appreciates that Thankz was able to supply highly qualified staff that met Zimmerman Advertising’s needs.



Low Overhead

“There was no overhead involved,” said Eli. “Thankz handled managing the supplemental team, which took that burden off our shoulders.”



Cost Savings

“Thankz fits within our budget constraints,” said Eli. “Also, we didn’t have the burden of doing things like shipping equipment to the people Thankz sourced.”