

PUTTING THE WIND IN gSAIL'S RECRUITMENT WITH THE RIGHT HIRES

THE CLIENT

gSail is a marketing firm specializing in lead generation, SEO, PPC, brand awareness, and reputation building for law firms nationwide.

THE ROLE

#twiceasnice Recruiting helps gSail place candidates across their firm. Most recently, we placed a PR Account Executive. For their roles, gSail looks for a culture fit first, followed by experience and talent. They want someone on the cusp of a promotion at their current job or someone ready for the next step in their career. They need candidates with more than social media experience. They need PR pros.

THE CHALLENGE

You can't see personality and culture fit on a resume. #twiceasnice Recruiting acts as a "gatekeeper" to find the candidates each client wants. We first look at skills and experience, and then dig deeper to find the personality needed for the role.

HOW #TWICEASNICE PARTNERED

#twiceasnice Recruiting takes recruitment off our clients' plates so they can focus on what they are really good at—their business. Our partnership with gSail is no different. Take it from their CEO, Joe Giovannoli. "Our strength isn't sourcing these folks and hiring these folks," said Giovannoli. "You can hire someone in-house to do all of this, but you're going to spend a fortune and you're not going to have that level of expertise of multiple people on your staff...It would cost me hundreds of thousands of dollars to hire good people to do that in-house, and I wouldn't know how to manage them."

#TWICEASNICE RESULTS

For several years, #twiceasnice Recruiting has placed candidates for gSail. Throughout our partnership together, we have learned exactly what they are looking for in candidates. The relationship built between the team and gSail helps fortify successful searches and placements.

WE'D LIKE TO PARTNER WITH YOU

We help our clients save money and hire better with our custom-built searches, 9.9% fee, and 18-month guarantee. If you need to find a partner to work on your searches, contact us.

From the Client:

"You're not the average, run-of-the-mill recruiting firm...You've broken the recruiting model. You've broken it because you guys just do it so well."

Joe Giovannoli
CEO and Founder, gSail
(Client since Q1 2022)



Region
Northeast



Industry
Marketing



Roles
PR Team



Placement Guarantee
18-months