

Linking your firm to qualified industry professionals



Finding a qualified marketing professional is difficult, but finding one that can hit the ground running is virtually impossible. MARKETLINK will help your firm find a person who is perfectly suited and well experienced in the A/E/C industry.

Services

- **Develop job descriptions**
- **Utilize industry networks for appropriate candidates**
- **Conduct screening interviews and reference checks**
- **Provide marketing training / orientation as needed**

Case Study

An international civil engineering firm retained MARKETLINK to conduct a candidate search for a marketing manager. The firm wanted to have this individual placed within a four-week period in order to meet a conference and tradeshow exhibit opportunity deadline, three proposal deadlines and a presentation for a \$120M contract. Within a two-week time period, MARKETLINK was able to place an individual with A/E/C industry experience. MARKETLINK

contacted 47 potential candidates, reviewed 28 resumes from across the country, conducted 14 interviews, short-listed to eight qualified candidates, checked references for the top three candidates and placed the most qualified professional. All this without placing an advertisement and two weeks early!

LINK TO SUCCESS: Within the first month of employment, this new marketing manager was able to complete three proposals and a presentation that were short-listed and eventually awarded to the firm.

Client Quote

We cannot express how satisfied we are with our Marketing Director candidate. She has exceeded our expectations and has initiated moving our marketing program in a direction of continued success. MARKETLINK utilized a network of industry specific connections to provide us with a long list of qualified candidates. Through the process, MARKETLINK conducted all the preliminary candidate screening and background research and provided us with a short-list of candidates to interview that met our expectations. My time was utilized only for final interviews and selection. I would recommend using MARKETLINK for assisting with candidate placement services to others in the A/E/C industry.

Paige Wright - Henriksen Butler