

O'Neal Steele



The Challenge

O'Neal Steel's operations span across 19 locations in the US. Tanya Beck, Director of Marketing, was seeking a highly skilled Channel Marketing Partner who could directly support the commercial teams across the country. With each geographical market having unique targeting and marketing needs, the channel marketing partner would have to be adept at strategizing and aligning marketing campaigns across the business. This was a newly created position that would be instrumental to driving results, Tanya needed a marketer with a very specific skillset and a wealth of experience in building and executing targeted marketing campaigns and to support commercial growth.

The Solution

Tanya and the O'Neal Steel HR team posted the role using traditional online channels and job boards. They received several responses and spent a considerable amount of time sifting through lots of resumes without finding the ideal candidate. So, Tanya decided to take a different approach by contacting Boulo. Within two weeks, Boulo sent Tanya six talent profiles. She instantly noticed that each talent member was highly qualified and targeted specifically to her needs, and she appreciated how well Boulo vetted and selected the talent for her. Boulo provided access to a higher caliber of talent that Tanya didn't find on her own.

The Result

Tanya interviewed three talent members before selecting Kelbey V., whom she said, "brought a skillset that was exactly what we were looking for!" Feedback from staff and external vendors could not have been better. She was referred to as a "great hire" by one of the sales leaders who said they were "going to do amazing things together."

Kelbey V. will help support increased revenue growth, generate and nurture highly qualified leads, and contribute to the strategic support of the commercial team. With the addition of this position, O'Neal Steel's 5-person marketing team will further refine its focus on utilizing the latest trends and technologies to drive business growth and increase the bottom line through marketing automation.

"Boulo really delivered, and we will absolutely use them again. "

Tanya Beck, Director of Marketing

About O'Neal Steel

Industry
Manufacturing

Number of Employees
600+

Location
USA - 19 Locations

Measurable Impacts

- ✓ Saved client significant time by vetting candidates.
- ✓ Provided access to a higher caliber of talent that job boards couldn't surface.
- ✓ Winning candidate was exactly who the client was seeking and will make a huge impact on the marketing strategic plan.



For more information, contact us at info@boulosolutions.com