

24 Seven Helps You Get More Done with Less



by Celeste Gudas

Welcome to the post-Recession reality.

Getting more done with less. Less full-time headcount, that's for sure! As companies begin to rehire, experts predict that 50% of new jobs created today will be contingent positions. In fact, many believe that the increasing reliance on contractors is a permanent change to the way companies do business.

Today's lean work environment demands talent that's flexible, adaptable, continually developing skills and integrating experience across disciplines. A freelance workforce strategy answers the call for nimble, highly-skilled, just-in time labor as companies match their recovery to the ebbs and flows of the rebound. Here's how our client partners within the CPG, Beauty, Retail, Media & Entertainment and Fashion industries benefit from seasoned professional freelance support through 24 Seven:

- Creates a cost-effective, just-in-time workforce strategy that fine-tunes staffing levels to business cycles and the fluctuating economic recovery
- Allows access to specialized, responsive talent to fulfill one-time project challenges, talent gaps due to planned and unexpected staff leave, or bursts of new business
- Provides high-level support to the core team, freeing them from day-to-day tactics to focus on big picture strategic deliverables
- Moves business-critical projects forward while the company regroups, rethinks and rebuilds teams for the new economy



ABOUT THE AUTHOR Celeste Gudas is a leading authority on workforce strategy for creative-driven companies. A distinguished entrepreneur and recruiting industry innovator, Ms. Gudas has grown 24 Seven from a single New York office to 9 US locations and internationally to London and Canada, and has expanded the industries the firm serves. Today 24 Seven is the go-to talent source supporting the world's top teams in Fashion, Retail, Advertising, Marketing, Design, Interactive/Digital, Media, Beauty, CPG and Entertainment. A certified Women's Business Enterprise by the Women's Business Enterprise National Council, 24 Seven is also a recipient of the prestigious Ernst & Young Entrepreneur of the Year Award. For more information about how you can create a successful workforce strategy for your company call your local 24 Seven office or email President Celeste Gudas at cgudas@24seveninc.com. **FOR MORE INFORMATION ABOUT 24 SEVEN, VISIT WWW.24SEVENINC.COM AND 24SEVENTALENT.COM**

Call 24 Seven

to learn how we can fill your freelance needs in high growth areas like Marketing, Design, New Media, Interactive and Content Development.

We have pre-qualified, in-demand talent to fill the following roles:

Brand/Product Marketing

Product Development

Licensing

Integrated Marketing

Marketing Management

Channel/Trade Marketing

Online/Interactive Marketing

Social Media Management

E-Commerce

**Marketing Communications/
PR**

Let's start assembling your stable of top-flight freelance talent, ready to step in and achieve your critical projects right away!