



Revlon has continually partnered with 24 Seven for all staffing needs since 2008. For this partnership, they needed support to launch and scale their digital and data go-to-market functions.



## OVERVIEW

- 24 Seven has had an ongoing relationship with Revlon for 16+ years.
- The Revlon team brought on a well-known digital agency to capitalize on opportunities and drive measurable success across **eRetail, Content, and Social Marketing functions.**
- Revlon had identified **29 key roles** across social, influencer, creative, data, analytics, and business development that they **needed to kick off ASAP.**



## METHODOLOGY

- Within **five days**, the 24 Seven team assigned a dedicated recruitment team and project manager to work directly with Revlon stakeholders.
- The 24 Seven team took on recruitment from start to finish, including all **sourcing, screening, and interviewing, presenting only the top candidates and resumes.**
- Had weekly status updates with key internal stakeholders to ensure both 24 Seven and Revlon teams were tracking on time and in line with the KPI's and timeline in place.



## RESULTS

- 24 Seven placed **27 full-time candidates** with Revlon including:
  - VP, Enterprise Creative Services
  - Regional Marketing Director
  - Creative Director
  - Copy Director
- 24 Seven was brought on for the second phase of digital growth, which encompassed an internal Creative Operations build out.
- For these two projects, 24 Seven hired **110 full-time candidates and over 50 freelancers** to support the Revlon Global Marketing teams and establish the RedHouse agency operations.