

Your Marketing Partner For Every Stage Of Growth

Marketing That Moves With the Talent Industry

At ClearEdge, we specialize in helping talent and HR tech companies accelerate growth — whether you're placing candidates, launching new platforms, or expanding your client base. From seed stage to scaling and acquisition, we build marketing engines that align with your sales goals and drive measurable results.

As a full-service marketing agency, we understand the pressures leadership teams face. Whether you need to build your marketing foundation or amplify your market impact, we're here to help you move faster and smarter.

We Understand Your World – Because We've Lived It

At ClearEdge, we don't just market to the talent and HR tech space — we come from it. Many of our team members have led marketing inside top staffing firms, HR tech startups, and workforce solutions providers, so we understand the real challenges you face:

Tight margins, complex buyer journeys, competitive client acquisition, and talent scarcity.

We've sat at the leadership table with sales, recruiting, technology and executive teams trying to:

- Differentiate in a sea of sameness
- Launch new tech platforms and GTM strategies
- Build trust with both clients and candidates
- Align marketing with revenue — not just brand — and track results

Our experience spans the entire talent ecosystem — from contingent workforce programs and MSPs to industry vendors, VMS platforms, RPOs, ATS, direct hire firms and more. That means we speak your language, understand your sales cycle, know your buyers, and build marketing that moves the needle in your world — not just in theory.

When we say we're partners, we mean it — we've been in your shoes, and we're here to move alongside you.

What We Do

Build & Scale Marketing Teams

- Fractional and full-time marketing leadership
- Hiring, advising, and coaching marketing talent at all levels

Drive Demand & Capture Leads

- Paid media (social and search)
- SEO strategy and execution
- Conversion-focused campaigns
- Email marketing and nurture streams

Navigate Critical Business Transitions

- M&A marketing integration and brand unification
- Pre-exit marketing strategies to maximize valuation
- Growth marketing strategies to support next funding round
- Post-acquisition brand and GTM alignment

Create Your Digital Presence

- Full-service website design and development
- Digital campaign development and management (paid and organic)
- Social media amplification
- Analytics and optimization

Define Your Brand & Story

- Brand strategy, messaging, and naming
- Product launches and go-to-market strategy
- Visual identity development

Amplify Your Reach with PR & Media Relations

- Media outreach
- Thought leadership and executive visibility via PR and social channels
- Award submissions, industry lists, and speaking engagements

Industries We Serve

Our expertise spans a wide range of industries and business stages—including Technology, Healthcare, Finance, Legal, and Light Industrial. This breadth of experience enables us to tailor strategies that align with your growth goals and timelines.

We've worked with a variety of forward-thinking companies such as Dexian, S.i. Systems, Triple Crown, Beeline, Bullhorn, Impellam, Curative, Caliber, Sevenstep (KellyOCG), and Avionté—delivering impactful, customized solutions to support their success.

Why ClearEdge?

- Deep roots in staffing, HR tech, and talent platforms
- Experience working with VC- and PE-backed firms
- Speed and flexibility to meet your stage-specific needs
- Deep experience across industries and channels

Ready to accelerate your growth?

Learn more at meetclearedge.com or contact:

Leslie Vickrey, Founder & CEO
312.731.3149
leslie@meetclearedge.com