

Addison Group modernizes and scales marketing functions with expert AI talent



A global developer, manufacturer, and provider of assistive technology solutions needed talent to modernize and scale its marketing capabilities.

Challenge

The client was looking to invest in technologies that would modernize and scale its marketing capabilities. They were looking to improve efficiency across marketing workflows, leverage automation and AI to reduce manual processes, enhance collaboration and visibility across projects, and optimize their use of project management tools like ClickUp.

They needed a candidate who could operate at the intersection of marketing, technology, and process optimization—a skill set that is increasingly difficult to find.

Solutions

Addison Group partnered with the client to identify and place a Marketing Production Specialist with a strong background in marketing operations, automation, and AI integration.

The candidate we placed for the client had a strong aptitude for integrating technology, automation, and AI into marketing workflows, experience improving both creative production output and operational efficiency, and expertise in optimizing project management systems and processes.

Through a targeted recruiting approach and deep understanding of emerging skill sets in AI, automation, and marketing operations, Addison Group provided a solution that enabled the client to modernize its marketing infrastructure and drive meaningful efficiency gains.

Results

The talent we placed

- Increased operational efficiency across marketing production
- Reduced manual effort through automation and AI implementation
- Improved project visibility and execution within ClickUp
- Enhanced quality and speed of marketing deliverables

"Addison Group enabled the client to modernize its marketing infrastructure and drive meaningful efficiency gains."

The Addison difference

We know that great teams start with great people.

That means we focus on quality, not quotas. It means that we're laser-focused on seeing candidates beyond their resumes to understand their goals and make sure they align with your mission. And it means working with you to get detailed insights into your teams so we can find people who fit, not just who's available.

No one gets talent like Addison Group.®

About Addison Group

Addison Group delivers specialized talent solutions and consulting services across finance & accounting, IT, healthcare, HR, and administrative functions. Our people-first approach helps organizations build high-performing teams, when and where they need them.

A full range of services

- Contract
- Contract-to-hire
- Permanent placements
- Executive search

Accolades



Forbes America's Best Recruiting Firms 2025