

FUELING SOLUTIONS THAT HELP TALENT & TECHNOLOGY BRANDS SOAR

ClearEdge has been igniting brands since 2006. CEO Leslie Vickrey founded the agency after seeing a need for marketing to be more strategically aligned to the business among talent and technology companies. After almost 15 years, we still spark each engagement with a passion for creative and strategic thinking, laser-focused on results.

We assembled the brightest.

Our vibrant team of domain experts and creative optimists come from the industries we serve, so we have some serious chops when it comes to the depth and breadth of experience and knowledge of the talent and technology space. We understand the inner workings because many of us were either the buyer or have worked with the buyer, the supplier, the tech or software company. In fact, 90% of our Account Directors were former heads of marketing within the talent and/or technology industries. In other words, we know your business. We can serve as your full or partially outsourced marketing department or supplement your team as special forces for a project or specific area of expertise.

[Meet the team →](#)

We spark unseen possibilities.

We deliver expertly-fueled, bright solutions that blaze trails for growth-minded companies. Our work powers relationships between brands and their audiences by understanding the position and value, and how, when and where to communicate it best. We've built a robust network across the industries we serve and are known as the go-to agency for talent and technology companies. Our domain expertise and super-smart strategies spark conversations and light the way to success.

[Learn how we spark solutions →](#)

Our Core Values

As sharp-minded strategists who observe, evaluate and master the market, the situation and our craft, **we command the space.**

By being thoughtful, communicative and trustworthy humans with an unwavering commitment to our team, our clients and ourselves, **we inspire loyalty.**

Constantly testing the limits in our thinking, in the quality of our work and in the results we produce, **we push the edge.**

Our bright thinkers invigorate every interaction with an upbeat energy, a forward-thinking attitude and results-focused creativity that shows **we bring the spark.**

We ignite brands.

- **Strategic Business Mindset** - Designing data-driven marketing strategies that are directly tied to supporting your organization's business goals.
- **Full-service Solutions** - Fully integrated marketing and communications services so you can execute comprehensive and cohesive strategies with just one agency (us!).
- **Industry Insiders** - Creating unexpected opportunities for you using our extensive network across the talent and technology space.
- **Growth-focused** - Propelling companies to their growth goals and beyond, including entering new markets, expanding services, reaching new revenue targets and more.
- **Informed & Insightful** - Deep understanding and connection to the full talent ecosystem from supplier to buyer to the technology that supports it all.

100% Referral-Based Business

50+ Merger & Acquisition Deals

350+ C-level Client Interviews

100+ Go-to-Market Messaging Strategies

9.36/10 Net Promoter Score (NPS)

50% of the Largest U.S. Staffing Companies
Have Worked With Us

75+ Rebranding Projects

1st client in 2006 is still a client

Got a business challenge?

At ClearEdge, the foundation of what we do is built on our expertise in the talent and technology space. We are here to help you grow, and we have the experience, connections and talent to propel your business forward in ways you haven't even imagined yet. If your need isn't listed here, send it our way—challenge accepted.

Do any of these sound familiar to you?

We're not sure what we should focus on/invest in from a marketing perspective. We analyze your challenges and opportunities and identify the specific marketing strategy—from content development to digital marketing—that will yield the best results.

We need to differentiate ourselves in the market. Using research and data, our team identifies and brings your brand to life so it resonates with your dream clients, candidates and employees. We are proficient at the art of crafting your brand story, positioning you as a thought leader in the industry and helping you communicate to truly set you apart.

We need to fill our sales pipeline. We equip your sales team with strategic marketing resources that fuel lead generation and conversions, ultimately boosting revenue. At any stage of the sales funnel, we create the right program to meet you at your sales need and ensure your team is enabled to hit their goals.

We need to find candidates (for our company and/or our clients). The ClearEdge team is made up of candidate engagement and recruitment marketing experts with proven solutions for attracting and hiring the right people fast.

We're expanding into new markets or adding services/solutions and need to promote them. Our team thrives on helping you achieve your growth goals. We align your marketing strategies with your overall business goals to positively impact your bottom line.

We're acquiring a company or aiming to be acquired. From investor relations and strategic partnerships to rebranding, our team serves as the connector when it comes to identifying and putting together all of the pieces of the puzzle.

We offer full-service marketing and communications solutions (and more):

- Marketing & Brand Strategy
- Digital & Content Marketing
- Sales Lead Generation
- Recruitment Marketing
- Public & Analyst Relations

Let's talk!

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