



## Entrepreneurial Think Glink Media Taps **MightyRecruiter** to Streamline and Improve Talent Recruitment

THINK  
GLINK  
MEDIA

### Background

Founded in the late 1990s and focused on communications consultancy and content marketing, Think Glink Media was way ahead of the times in identifying a market opportunity. It's something that goes with the territory when you're talking about its founder Ilyce Glink. Her resume says it all. An entrepreneur who has started three successful companies, including Think Glink Media, hosted a top-rated Sunday morning talk show dedicated to issues related to money and real estate, an award-winning columnist, blogger, radio talk show host and former on-air television reporter and producer, Ilyce has repeatedly launched transformative initiatives - Think Glink Media being just one of them.

But running a top-flight digital content marketing agency requires exceptional talent. Ilyce had tried using outside recruiting consultants before, but the results were disappointing:

“*We used a recruiting firm to fill a position,” Ilyce recalls. “The person we hired flamed out after two weeks and left the company. She wasn’t a good fit, and we wasted a lot of time interviewing candidates and then onboarding her. I swore that I wouldn’t do it again.”*

**Organization:** Think Glink Media

**Headquarters:** Glencoe, Illinois

**Founded:** 1997

**Services:** Full-service digital communications agency

**Clients:** Customers of all sizes – from Fortune 500 enterprises to small businesses and nonprofits  
[www.thinkglinkmedia.com](http://www.thinkglinkmedia.com)

### Challenges

- Improve quality candidates
- Expand job posting to include free and paid boards
- Decrease time to fill openings
- Streamline candidate management

## The Challenge

Instead, Ilyce has now employed message boards and recruiting fairs at local colleges. She's had a lot of success hiring new college graduates with degrees in the liberal arts such as creative writing. Yet, these channels produce only so many qualified candidates, and moreover Think Glink Media sometimes needs to fill positions where more experience is required.

Hence, earlier this year, Ilyce embarked on a search for a better way to source candidates. Since her demanding schedule makes time a precious resource for her, one of her requirements was a consolidation of recruiting activities into one platform. Delivering high-quality candidates was just as important. The challenge for Think Glink Media isn't in "attracting candidates, but rather in attracting the right kind of candidates."

## The Solution

After doing some research a few months ago, Ilyce discovered MightyRecruiter and signed up for a free trial. Impressed with the results, ThinkGlink elected for a paid subscription. Ilyce found a number of features quite beneficial, including the ability to click once, post to many job boards, and have her jobs appear at the top of the list.

*“I don't have time to post openings to all of the different job boards,” she observes. “This takes away time that I need spend running my three businesses. Plus, MightyRecruiter takes away all of the guesswork when it comes time to determining where to post each job.”*

In the case of the first job that Ilyce posted, she generated nearly **250 resumes**. And while the volume was surprising, the quality of the candidates was even more noteworthy.

## Solutions

- One-click free and paid job posting
- Centralized candidate management and messaging
- Private talent cloud network using candidate ratings and reviews
- Consolidated analytics and reporting

## Results

- Up to a **250% increase** in applications per job opening
- Approximately **35% improvement** in candidate quality
- An average **15-20% decrease** in time to fill each opening
- Optimized candidate management and messaging

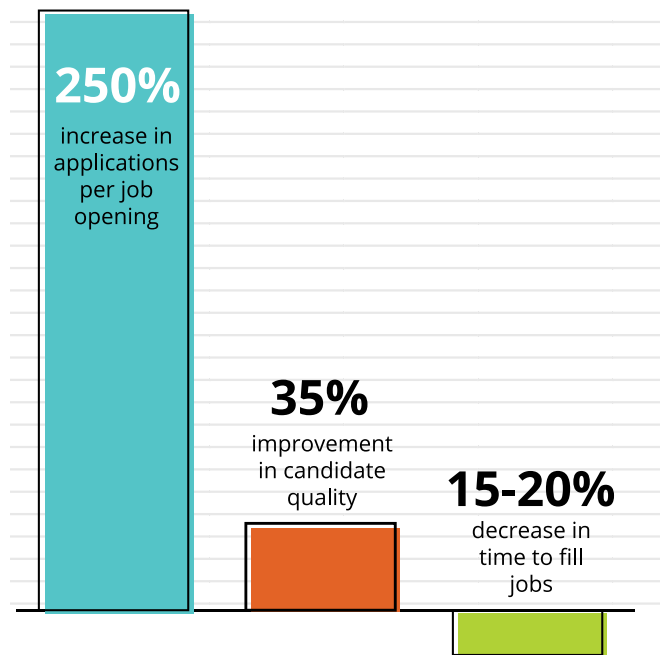
MightyRecruiter’s intuitive, easy-to-use interface is another feature that Ilyce finds particularly valuable. The consolidated dashboard puts all of the information, including analytics and reporting, at her fingertips. The ability to manage the entire candidate sourcing lifecycle from start to finish – through one platform – makes the recruiting process much easier for Ilyce and her staff.

“When I want to add another interviewer or share a candidate resume, I can do so directly from the MightyRecruiter dashboard,” Ilyce explains. “I can also message candidates and maintain a record of those communications and access them anytime in MightyRecruiter.”

## The Results

In today’s highly competitive jobseeker-driven market, attracting and hiring great candidates isn’t easy. However, Think Glink Media found that it is quite possible to do so when using the right tools. In this case, MightyRecruiter empowers Think Glink Media to make intelligent and targeted job postings in a single click and to manage each of those postings – and the candidates for each – from a centralized dashboard.

Though still early in its use of MightyRecruiter, Think Glink Media is seeing positive returns. The agency reports as much as a **250% increase** in applications per job opening and **35% improvement** in candidate quality. Ilyce also indicates the time to fill jobs decreased up to **15-20%**.



For a digital content marketing agency such as Think Glink Media, the quality and dedication of the team – as a whole and as individual contributors – are crucial. This is something Ilyce and her team know well. It started with the founding of the company nearly two decades ago and continues today with the help of MightyRecruiter.

[Try MightyRecruiter for Free](#)