

Case Study



SURREAL™

How Surreal hired a Growth Marketing Lead in 3 weeks by accessing Pivotal's community of talent built through years of experience.

In just 15 months since inception, Surreal's rapid growth aims for a £4 million turnover this year. Founded by former Vita Coco leaders, the team of 35 drives passion and joy. Initially D2C-focused, Surreal expands into omnichannel retail while cherishing playful values evident in marketing and lifestyle.

Challenge

Being an early-stage startup, they grapple with limited brand recognition and an absence of employer branding. In addition, they lack an internal recruitment function and the resources needed for conducting their search. Collaborating with a specialised partner emerged as an ideal solution, as they required someone adept at amplifying their vision and storytelling within the market. After a month of unsuccessful recruitment efforts through another agency, the urgency to swiftly access suitable startup talent in London became apparent. Given their heavy reliance on paid social, they sought an individual capable of diversifying their media strategies and facilitating sustainable scaling

Solution

With the search already in progress, they opted for a contingent model due to the need for swift action. After detailed discussions with the hiring managers, Pivotal swiftly tapped into their extensive network and database to broadcast the role. Conducting a comprehensive assessment of the active job market and incoming applications, they gained valuable insights. Pivotal took charge of the entire process, meticulously handling :

- Candidate screenings
- CV submissions
- Interview scheduling
- Offer management.

Clear and consistent communication was maintained at every stage of the process. Given the absence of an internal talent team, Pivotal stepped in to aid in crafting offer letters, negotiating contracts, facilitating smooth onboarding, and managing post-placement matters effectively.

Results

Pivotal London successfully the Growth Marketing lead in 3 weeks. Pivotal brought a curated and talented selection of people who fit Surreal's needs.

“Pivotal helped us recruit for a growth lead. They listened to what we were looking for and very quickly brought a curated and talented selection of people who fit our needs. The process was quick and they went above and beyond. Can highly recommend”



Candidates Screened

14



Candidates Screened

10



Interviews

4



Interviews

1

