



Illuminating Awesome. Reeling in Top Talent.

Tired of casting lines with no bites? At The Brand Strategy Tank, we're the secret weapon for companies trying to reel in top talent. With over two decades of global experience, we craft award-winning employer branding and recruitment marketing strategies that align internal culture with external perception. Bridging marketing and HR, we build a compelling brand story through collaboration, driving organizational success and enhancing competitiveness in today's dynamic market. **No more empty nets. No BS*.**

**ahem, that's business shenanigans*

Who We Are

We're not your average brand agency; we're your partners lighting the path to exceptional employee and candidate experiences. With a track record of transforming brands and setting industry benchmarks, we blend deep expertise with a passion for storytelling. When we're not diving into the talent landscape, you might find us chasing sharks, beekeeping or making sure our rescue dogs are living their best lives.

Why Choose Us



Credentialed Expertise

Our CITI and CMP designations and our sociology, communication and HR background provide a deep understanding of industry best practices for every project.



Global Consulting Expertise

We've worked with clients worldwide, ranging from startups to the Fortune 1, helping them not only meet, but surpass their goals through tailored branding strategies.



Bridge the HR/Marketing Gap

Our unique experience in both fields creates a collaborative environment, leading to a unified employer brand that attracts top talent aligned with your values.

As seen in:

BIZBASH

DISRUPT

Business
Traveler



Recruiting
Daily

meetings
TODAY

ace
info way

Our Services

Employer Branding

- Brand Identity
- Brand messaging
- People and brand storytelling
- Build consistency

Recruitment Marketing

- Targeted campaigns
- Data-driven insights
- Engaging content
- Candidate experience

Internal Retreats

- Team building and collaboration
- Culture enhancement
- Employee engagement
- Strategic planning

EVP creation and deployment

- Define your unique value proposition
- EVP communication
- EVP alignment with company goals
- EVP measurement and tracking

And more!

- Copywriting & DEIB Reports
- Video campaigns
- Let's discuss!

