

Hallmark Achieves Its “Best Wishes” for Staffing Success With Embedded Partnerships



The Challenge

Engineering, IT, marketing, DEI, finance, legal, executives—Hallmark had job openings in every department across its corporate landscape, but filling those roles was proving impossible without a team capable of meeting the immediate need for high-volume hiring. The company turned to its longtime partners at Russell Tobin for a solution.

Our Solution

- ✓ Working directly with Hallmark’s hiring managers, we crafted a seamless hiring process that operated within their internal systems, providing the time and tools they required to build out their internal team while still meeting the company’s other hiring needs.

The Results

- ✓ It doesn’t take a big embedded team to make a massive difference. For Hallmark, a **two-person team**, backed by Russell Tobin recruiters, offered all the support required to handle **41 total placements** across the company over the course of the **10-month embedded partnership**.

Client Testimonials

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“Please thank the RT team for coming alongside us over the last 9 months of our partnership! You all have been wonderful to work with as well as helped us so much at a critical time on our Talent Acquisition team.”

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“Appreciate your partnership so very much and will be in touch if we have future needs.”