

SUMO THE SPECIALIST RECRUITMENT AGENCY DEDICATED TO THE CREATOR ECONOMY

We understand what it takes to grow a creator economy business, whether that's scaling an audience, selling a product, or building influence. We've built a network of candidates who can help you do exactly that. Whether you're a brand, agency, studio or creator, we'll find you the specialist talent you need to drive growth and who understand your world, across platforms like YouTube and beyond. There's no recruitment agency more embedded in the creator economy than us.

We've placed everything from editors for leading YouTube channels, social media managers for major creators, to the minds behind some of the best podcasts in the world.

Roles we cover include: Content, Influencer Marketing, Production, Social Media, YouTube, & Podcast

HOW OUR WORK HAS HELPED CREATOR-LED BRANDS:

SCALE AUDIENCES

We help creators, brands, and studios hire experts to grow their audiences across YouTube, Instagram, TikTok, and LinkedIn.

CREATE CONTENT

We've built teams of editors, producers, creative leads, and content managers behind standout social, YouTube, podcast, and live content.

BUILD COMMUNITIES

We've placed community, social, and influencer specialists who know how to turn audiences into loyal, engaged loyal communities & fans.

GROW REVENUE

We've hired commercial, partnerships, and brand experts to boost monetisation and unlock new revenue streams for creator-led businesses.

HOW WE CAN HELP



SPECIALIST CREATOR ECONOMY RECRUITMENT

From agencies to creator-founded brands, we find the people who get the internet and know how to grow influence.



'ALWAYS ON' NETWORK

We stay connected with the creator economy's best talent so you don't have to start from scratch when hiring.



IN-HOUSE DEDICATED HIRING TEAM

A team focused solely on roles in social, content and marketing. We understand your world and speak your language.



EFFICIENT PROCESS

We won't waste your time. We'll present you with pre-qualified candidates who are aligned on skills, values, and ambition.



EXCLUSIVE INDUSTRY DATA

Access to salaries, trends, and benchmarks across influencer marketing, content creation, and social strategy.



BESPOKE HIRING STRATEGY

Whether it's one key hire or a team build, we tailor our approach to match your goals, growth plans, and team structure.

RECRUITMENT PARTNER TO...



YOUR JOURNEY WITH US

STEP 1: INTRO CALL

The hiring process begins with a video call to define role requirements and expectations. This is also an opportunity for you to ask any questions about our process and how we work, or the creator economy industry generally.

STEP 2: ASSIGNED ACCOUNT MANAGER

You will be assigned a dedicated account manager, who will be your main point of contact throughout the hiring process.

STEP 3: CANDIDATE SOURCING & SCREENING

Our dedicated team will discuss your business and vacancy with creator economy professionals, selecting candidates based on both cultural fit and their ability to meet the skills and experience required to excel in this role.

STEP 4: CANDIDATE INTRODUCTIONS

You will be presented with a selection of curated and proven candidates. We will include specific detail around their skills and experience along with our personal opinion on character and fit for your business. You will then request interviews.

STEP 5: INTERVIEWS

Our team will manage all coordination to ensure a smooth process for both you and the candidates. Should you need assistance with interview structure or anything else, your Account Manager will always be on hand to help.

STEP 6: FEEDBACK & OFFER MANAGEMENT

We collect feedback from both our client and candidates at every stage of the interview process. When the time comes, and you move to offer, we will do everything possible to ensure a smooth, seamless and successful job offer.

STEP 7: ROLE FILLED

Once the offer is accepted, we handle all formalities and remain close to your new employee, offering ongoing support including resignation guidance followed by onboarding throughout their notice period (should they have one).

