



5YR LOW	MEDIAN	5YR MAX
176.16%	242.85%	269.82%
2.35%	7.85%	19.86%
90.35%	98.85%	98.95%
1.50%	3.24%	9.56%
165.46%	169.49%	169.49%

**RESONETRICS  
FINDS RELIABLE**

# **EXPERT FREELANCERS**

**ON FREEUP**

[www.FreeUp.Com](http://www.FreeUp.Com)



**Resonetrics, LLC is an internet marketing agency** that uses digital tools to connect businesses with their customers in ambitious and engaging ways. They provide technical execution of digital programs for smaller marketers and agencies who need technical or strategic help, and they also help large enterprises manage content at scale.

With the work they do and the clients they serve, Resonetrics needs access to highly skilled freelancers in a wide variety of areas of expertise. Freelancers from the FreeUp marketplace have helped Resonetrics with internal projects as well as client work.

*"We've used freelancers to fill roles we don't currently have in house,"* said Sam Moore, president of Resonetrics. *"However, we intend to seek some more freelancers who are more closely aligned with our core expertise."*

So far, Resonetrics has hired front-end engineers, web content managers, a UI/UX designer, and some ASP.NET coders. These freelancers complete routine technical tasks at scale, high-level design tasks to supplement in-house skills, and coding and maintenance work the Resonetrics team doesn't have.

*"I also plan to bring on a virtual assistant (VA) and project manager in a few months,"* Sam added. This happens a lot—once businesses get a taste of the benefits of outsourcing, they find more and more work that can be done by freelancers.



# FOCUSING ON WHAT MATTERS

As almost any agency owner can tell you, it's far too easy to get sucked into the weeds of day-to-work and lose sight of the bigger picture. Which is why any approach that gets them back to focusing on strategy is a huge win.

*"FreeUp has allowed us to be more open to types of work we might have shied away from before—and to focus on strategy and sales rather than execution,"* said Sam.

To focus on the big picture work, it's important to have people you trust working on the day-to-day tasks.

*"Outsourcing to FreeUp has allowed me, as a lead tech guy, to step out of the weeds and delegate more,"* Chris said. *"This has traditionally been hard for me to do because I'm hard to please when it comes to technical work."*

Chris has found freelancers he can trust through the **FreeUp marketplace**, which is a big benefit of FreeUp's vetting process.



# SAVING TIME & MONEY WITH PRE-VETTED FREELANCERS

It's not always easy to find freelancers who can really tackle the projects that need done in a business. It can take weeks to sift through profiles, interview candidates, and find someone you hope will meet expectations.

That's why FreeUp put all freelancer applicants through a vetting process for skills, communication, and other requirements. And only the top 1% get into the marketplace. That means when you hire through FreeUp, you know you're getting someone approved and qualified.

*"I can't afford to spend weeks vetting candidates, and I'm not nearly as good at finding good ones as FreeUp is," said Sam. "I know I can trust the people I find there."*

Like many professionals who decide to outsource, Sam tried to navigate the world of hiring freelancers...and it didn't always go well.

*"I've had bad experiences with other platforms and in the open marketplace," he said. "I've been burned by people on other networks who haven't been able to deliver what they promised. For example, I lost over \$4,000 and a good client because of a developer who couldn't do what he said he could do."*

While Sam has had those bad experiences on other networks, he hasn't with FreeUp. *"Altogether, I know I can trust anyone FreeUp recommends," said Sam. "Plus, being able to reach Nathan and/or someone else from FreeUp support is incredibly helpful."*



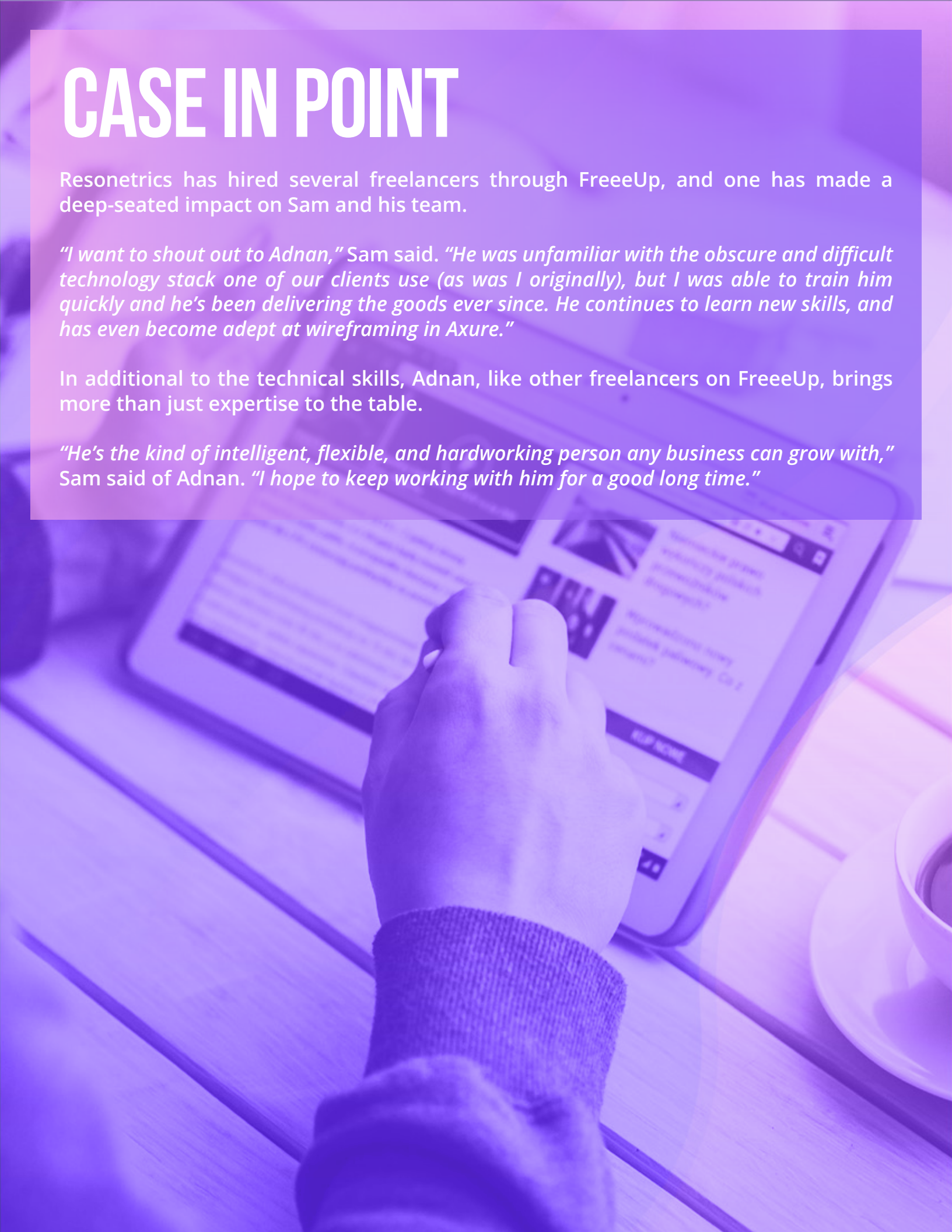
# CASE IN POINT

Resonetrics has hired several freelancers through FreeUp, and one has made a deep-seated impact on Sam and his team.

*"I want to shout out to Adnan," Sam said. "He was unfamiliar with the obscure and difficult technology stack one of our clients use (as was I originally), but I was able to train him quickly and he's been delivering the goods ever since. He continues to learn new skills, and has even become adept at wireframing in Axure."*

In addition to the technical skills, Adnan, like other freelancers on FreeUp, brings more than just expertise to the table.

*"He's the kind of intelligent, flexible, and hardworking person any business can grow with," Sam said of Adnan. "I hope to keep working with him for a good long time."*





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