

Case Study

Headhunting Exceptional Social Media Talent for Niche Hire



Ofek Ron, CEO, and Max Hoffman, New Social Media Manager

**food
impact
partners.**



Talent Search Case Study: Social Media Manager

Company: Oshi

Industry: Plant-based seafood

Background

Oshi, a plant-based seafood startup, sought to amplify the launch of its innovative salmon fillet in select NYC restaurants. With limited time and budget, they needed a social media powerhouse who could create viral buzz, drive foot traffic, and resonate with the brand's mission. Traditional recruitment methods left them empty-handed. Oshi hired Alt Protein Partners, and within four weeks, we found a culturally aligned, results-driven creator who didn't just meet expectations—they smashed them.

Emerging industries like alternative proteins benefit massively from **highly specialized recruitment** approaches to secure the right talent. Traditional hiring methods often fall short, failing to uncover candidates with the unique blend of creativity, mission alignment, and specialized skills these roles demand. Food Impact Partners demonstrated how combining deep industry knowledge with a proactive, tailored sourcing strategy can not only address these challenges but also elevate brands by delivering transformative talent solutions.

When Oshi sought a “social media monster,” Food Impact Partners delivered a creator who redefined the role, going above and beyond with viral campaigns and innovative digital strategy.

Challenge

Oshi faced significant hurdles in finding the right talent for their social media needs. Traditional platforms like LinkedIn attracted a hodgepodge of active jobseekers with a broad range of marketing experience: while there were hundreds of resumes and profiles applying to the role, none were the stellar profile Oshi was looking for. Moreover, traditional recruiters consistently failed to understand Oshi's mission and screen candidates effectively for cultural alignment, until Food Impact Partners stepped in.

The Ideal candidate needed to achieve three main objectives:

1. **Develop** high-impact social media content that could create viral buzz and drive restaurant traffic.
2. **Forge** meaningful collaborations with local influencers in NYC's vibrant food scene to increase brand awareness.
3. **Operate** independently, given that Oshi's core team was based outside the U.S.

Our Strategy

Food Impact Partners took a unique approach to address Oshi's challenge. We recognized the need to move beyond conventional methods, implementing a strategy tailored to the niche and Oshi's brand. Food Impact Partners began by redefining the search process, and:

- Worked closely with Oshi's hiring team to gain a comprehensive understanding of the ideal candidate profile and cultural fit.
- Conducted targeted outreach to social media influencers and talented creators producing engaging, high-quality content that matched Oshi's brand image.
- Screened candidates thoroughly to ensure they could not only meet the technical requirements but also embrace Oshi's mission and thrive in an autonomous role.

This proactive approach allowed us to identify candidates who wouldn't have been found through traditional recruiting channels.

Results

Our efforts produced exceptional results. **In under four weeks**, we delivered a standout hire who exceeded Oshi's expectations:

- **Outstanding Talent:** The selected candidate brought their 150,000+ followers between Instagram and TikTok, a strong network of NYC food influencers, and a proven record of viral social media success to this role.
- **Immediate Impact:** Within weeks, Oshi's social media presence saw a marked improvement, with campaigns driving significant foot traffic to partner restaurants.
- **Strategic Value:** Beyond filling the role, our collaborative process helped Oshi refine their understanding of the position and identify long-term strategies for social media growth.

Challenge Key Insight

The top creative talent in food content creation isn't necessarily applying for jobs on LinkedIn, making traditional job boards and recruitment strategies ineffective for this type of search.

See the success in action!



@oshiseafood



@maxhoffman

"Food Impact Partners helped us refine our strategy and find someone we would never have found on our own!"



Aderet Ashknazi,
Head of People
Oshi