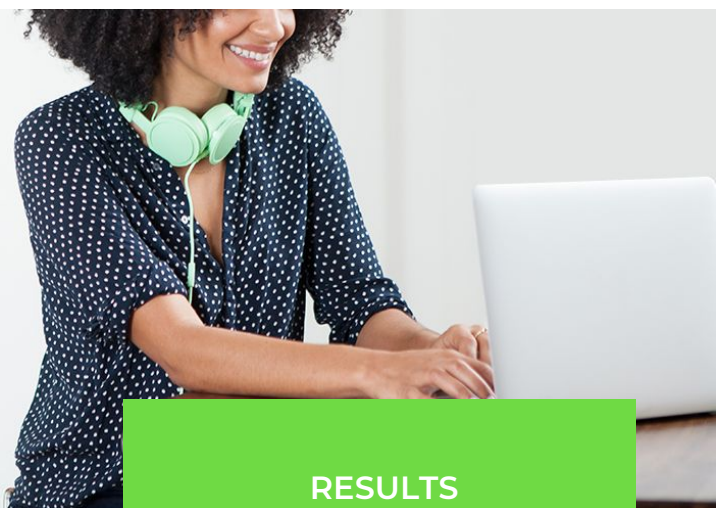


# How Nasdaq Dives Into Emerging Media Channels with Less Risk



**INDUSTRY:** Financial services

**EMPLOYEES:** > 4,000

**CATEGORIES:** Creative

## EXPANDING DIGITAL MEDIA TO BUILD AWARENESS

When Anna Gonzalez, head of social media, joined Nasdaq, the company tasked her to create original programming for Facebook Watch, Facebook Live, and video on demand (VOD). In addition to delivering internal content, her 4-person team began creating multimedia marketing packages to expand visibility for clients on their IPO day.

But Gonzalez faced 3 challenges: They didn't have all the various technical, artistic, and analytical skills needed in-house, she didn't know what the budget would be per project. And she needed a way to scale up and down quickly because they could have several IPO launches in a week.

## PARTNERING WITH AN ENTERPRISE-READY FREELANCE PLATFORM

Gonzalez adopted a hybrid model, which allows her to keep the work in-house and scale as needed. Her team leads creative, and they contract freelancers to do the work. She partnered with Upwork Enterprise for its combination of services and large, global marketplace. Aided by Upwork Talent Services, Gonzalez finds talent within a week on average.

## AWARD-WINNING DIFFERENTIATION AND GREATER REACH

To date, the social team contracts photographers, videographers, motion graphics specialists, graphic designers, editors, audio engineers, and project managers. Based on their success in the U.S., the Nasdaq social team plans to engage freelancers in its Hong Kong and Stockholm offices where no in-house team is currently in place.

Upwork Enterprise combines technology and services, giving companies a single solution that makes it simple, quick and cost effective to access qualified freelance talent.

Learn more about how Upwork can help your business succeed. Contact us today.

+1 866.262.4478

[upwork.com/enterprise](https://upwork.com/enterprise)

## RESULTS

# 80-100

Facebook Live shows produced per month

# MILLIONS

of impressions generated for each client IPO

# 1ST PODCAST

created by Nasdaq



**Anna Gonzales**

Head of Social Media,  
Nasdaq

*"With Upwork, we can take on larger projects and test new channels. We couldn't do that if we had to hire employees."*