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CREATIS PURSUES TOP TALENT FOR FORTUNE 500/1000 CLIENTS

In-demand freelancers share experiences and praise for the Creatis model, keeping them fresh and energized in an ever-evolving industry.

(*Minneapolis – St. Paul*) As a freelance graphic designer and studio artist with over 16 years of experience, **Dan Holley** is in high demand. This week, he completes a project for Novartis Medical Nutrition, before heading over to Best Buy Corporate Headquarters to launch a new financial training manual. Holley is part of a unique working model that allows in-demand freelancers to reap huge benefits by working on projects at some of the area's top Fortune 500 and 1000 companies.

Creatis, Inc., one of the Twin Cities' largest providers of integrated communications, marketing and creative services talent, adds a level of security to Holley's work life, filling the gaps in his own freelance roster with work for the company's impressive client list. "Freelancing can be a rather lonely existence," says Holley, "but Creatis gives you the opportunity to feel like part of the team."

Holley's experiences and praise of the Creatis model are shared with Project Manager **Melissa Johnson**. As a 13-year industry veteran, Johnson keeps herself out of the traditional, full-time "rut" with the project variety and networking opportunities afforded to her by Creatis. "You get to work with talented, happy people who like their jobs," says Johnson, who just celebrated her 10-year anniversary with the company, a rare milestone in the fluid creative industry.

Hiring roadblocks are leveled when Creatis spots "cream of the crop" talent. The company even jumped through immigration paperwork to land Production Artist and Web Designer **Lys Akerman**. "Creatis did not think twice about what they had to do to get me as an employee." Though networking ultimately landed Akerman on Creatis' doorstep, it was her unique skill set that allowed her to thrive on the company's two creative teams at Medtronic.

Holley, Johnson and Akerman are not names in a database. Each brings their talent to the needs of large companies where they hit the ground running while blending seamlessly into the organization. From industry vets seeking a change from the repetition full-time/one-client positions, to skilled freelancers missing the team setting, the Creatis model benefits top talent, allowing them to work on high-profile projects at some of the area's largest companies.

About Creatis

Minneapolis-based Creatis is one of the largest local providers of integrated communications, marketing and creative services. Offering a seamless extension of a customer's business through flexible, short- and long-term staffing, direct placement and customized outsourcing of projects and programs, Creatis is changing the way businesses manage creative and marketing services. www.creatis.com

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