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RJ & Makay taps Wall St. talent pool

Recruiter takes to YouTube with viral videos

By [MICHAEL JONES](#)

Viral headhunters attack!

No, it's not a genre title at AFM -- it's the latest in workforce enticement.

Feasting off the corpses of rotting financial firms, recruiter RJ & Makay is tapping the Wall Street talent pool via a series of viral videos on YouTube.

While its early vids were about as impressive as a PowerPoint presentation, garnering just 300 or so views, when Makay designed a video aimed at potential recruits from the failed Merrill Lynch, views went through the roof, now approaching 9,000.

The vid bemoans how "a true national treasure" will now be owned by "Charlotte, N.C.-based Banc of America."

Oh, the horror!

"If you were a concerned Merrill financial advisor," says RJ & Makay's **Darin Manis**. "There was just no way you wouldn't forward (the clip) to another Merrill advisor."

RJ & Makay has since built an even hipper viral monster, with snappier editing, sound effects and inside jokes. In one snippet, footage of an ill-fated bull ride is connected to Bank of America CEO trying to ride the Merrill Lynch bull. There's even drama: "Transition deals have *peaked*," it warns, "and show signs of *subsiding* soon." Emphasis theirs.

Audaciously called the "Billion Dollar Video," it's intended to poach a billion in financial assets to RJ & Makay clients.

But is it working?

"We've had \$600 million in assets that have agreed to move to our clients," Manis says. "With people still in the interview process, we'll reach a billion."

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