



SUPPORTING MASSIVE SALES BY RECRUITMENT CASE STUDY

Client	IT Services
Domain	Custom software development (web and mobile)
Headcount	~5 people

Situation

In 2019, a Hungarian company, with UK ownership and international clients, hired a new CEO with the goal of increasing sales in Western Europe.

Task

As a contracted Recruitment Manager, I was responsible for conducting market research to validate the idea of remote work culture (in 2018 before COVID) and supporting sales activities as a Recruiter.

Actions

- Conducting market research on remote work and the needs of IT talent
- Introducing tools and methods to support recruitment
- Participating in branding (design, content, social, web)
- Providing candidates for potential new Clients for very short deadlines (one-two weeks)
- Sourcing, HR interviewing, candidate management
- Building a Talent Pool

Results

- Realized market research on remote work culture that gave insights for employer branding
 - Analyzed existing best practices (e.g. GitLab)
 - Managed a survey among IT professionals*
 - SWOT analysis of introducing remote work
- Participated in the creation of a new brand image, website and social presence
- Created a career site and job descriptions
- Managed to present candidates for all open positions for very short deadlines to companies in the UK, Switzerland, Belgium and Sweden

*It was interesting to see how COVID-19 validated my results.