



Starting Points & 2024 Projections

Putting **data at the heart** of your recruitment agency

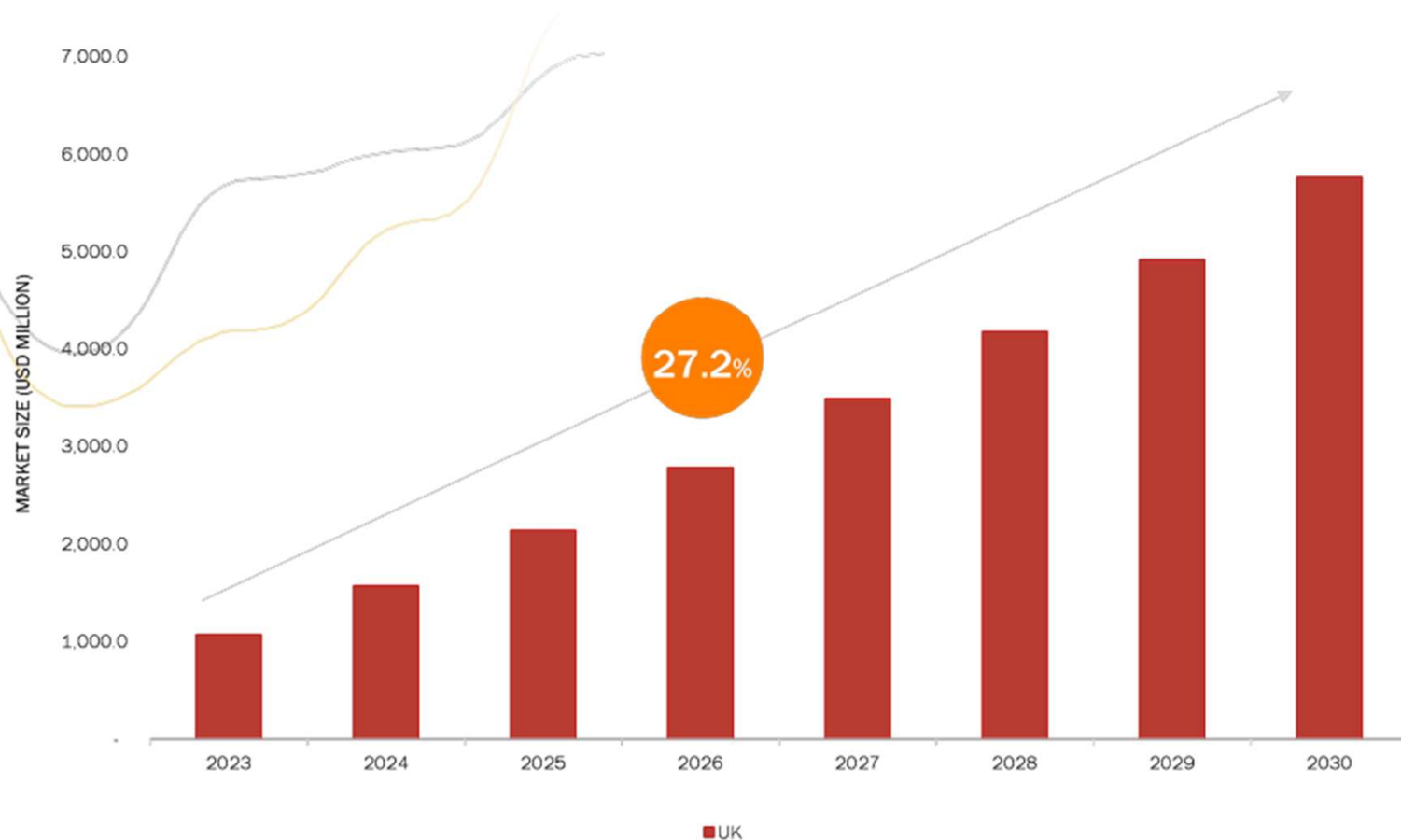
GENERATIVE AI MARKET IN THE UK

FORECAST TO 2030 (USD MILLION)



CAGR OF
27.2%

The generative AI market growth in UK is driven by government initiatives to create favorable AI regulations for generative AI vendors.

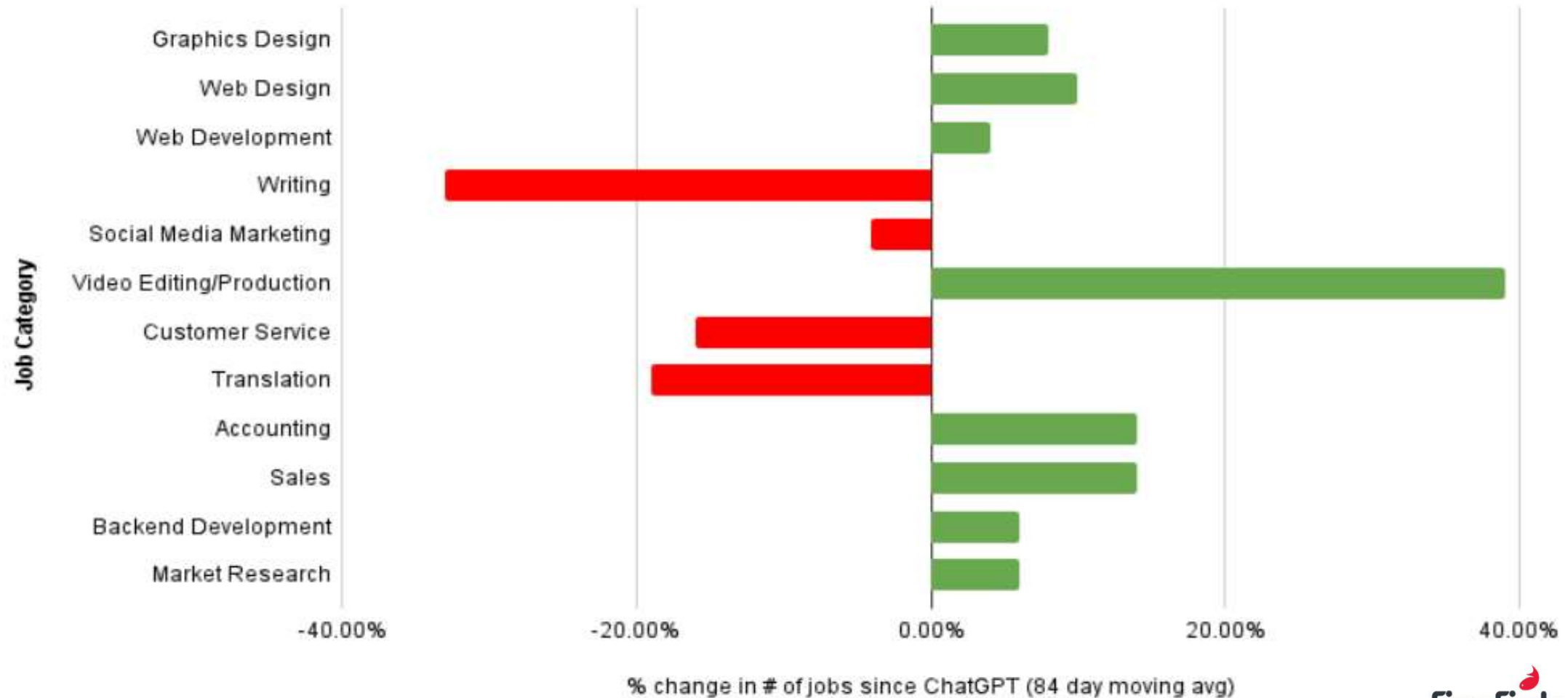


AI will affect almost 40% of jobs around the world, replacing some and complementing others.

International Monetary Fund (IMF) Feb24

Change in # of Upwork jobs since ChatGPT was released

Source: bloomberry / Revealera.com



Current User Cases

Creating blogs
and web
content

Writing job
adverts

Providing
guidelines for
interviews

SEO terms to
maximize reach

Understanding
a position

Matching
candidates

Creating a
Boolean search
string

Assessing
candidates

Recruiters
Candidate
Summary

Constructing
emails or other
messages

data

Job Spec

CV

The image shows a LinkedIn job posting for a 'Senior Social Media Manager' at Big Fish Games. The job details include location (Atlanta, GA), time (7 hours ago), applicants (3), and job type (Full-time - Associate). The company is described as having 201-500 employees in the Computer Games industry. A red arrow points from the 'Senior Marketing Manager' role in Tina Miller's CV to the 'Senior Social Media Manager' job title. Another red arrow points from the 'Marketing Director' role in Tina Miller's CV to the 'Senior Social Media Manager' job title. The CV also lists 'Marketing Manager' at Google.

Senior Social Media Manager
Big Fish Games · Atlanta, GA 7 hours ago · 3 applicants

Full-time · Associate
201-500 employees · Computer Games
See how you compare to 3 applicants. [Try Premium for free](#)

[Apply](#) [Save](#)

Job Posting Title
Senior Social Media Manager

Why Big Fish Games?
Big Fish Games is the home of some of the biggest hit mobile casual games including EverMerge, Gummy Drop!, Cooking Craze, Fairway Solitaire, and many more.

- We are curious and constantly seek improvement in all we do because that's

Tina Miller
Miami, FL · tina.miller.nyc20@gmail.com · [linkedin.com/in/tina-miller-nyc](https://www.linkedin.com/in/tina-miller-nyc)

WORK EXPERIENCE

WeWork · New York, United States · 05/2016 - Present
Senior Marketing Manager

- Drove brand awareness of WeWork to prospective members, converting leads to future members, and ultimately laying the groundwork for member retention.
- Managed CRM deployment and increased retention by 23%.
- Increased SEO backlinks by 80% by planning and executing a PR & communications strategy.
- Implemented CRM deployment and increased retention by 23%.

Marketing Director

- Built, executed, and optimized all lead nurture and broker-facing email campaigns with email service providers (ESPs) using our pre-built HTML email templates.
- Analyzed data trends with focus and precision to leverage and maximize annual spend of \$120k.
- Led a team of 5 marketing associates that grew member engagement by 90% in 12 months.

Google · San Francisco, California, United States · 03/2010 - 03/2016
Marketing Manager

**‘By 2030, activities that account for up to 30% of hours currently worked could be automated.
A trend accelerated by generative AI’**

McKinsey 23

40 Hours @ 30% : 12hours

1 in every 4 employees



NETFLIX



Predictive AI

Data Analysis

Process Automation

Content Generation

Create a new data set



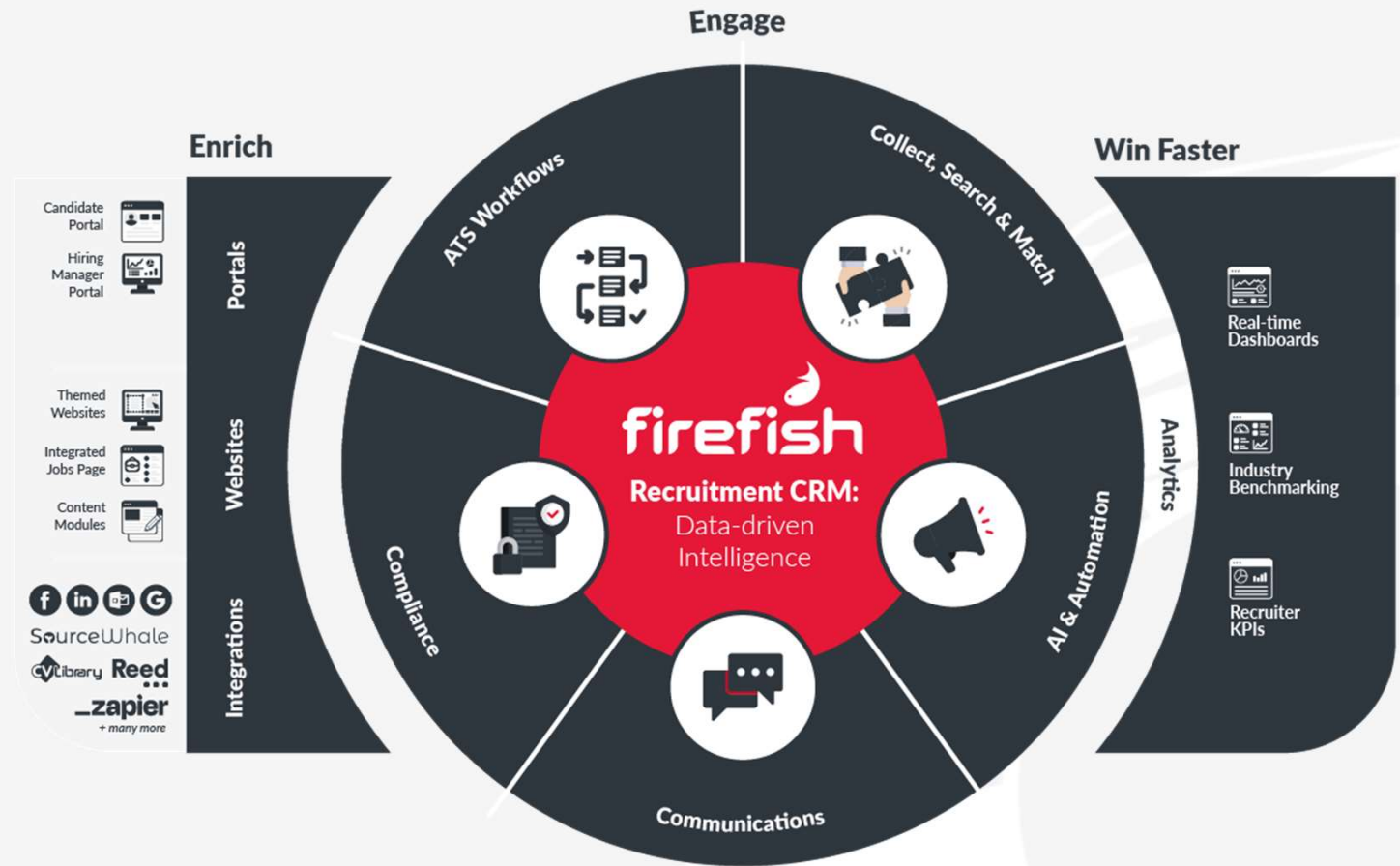


How can I help you today?



Wendy McDougall
CEO

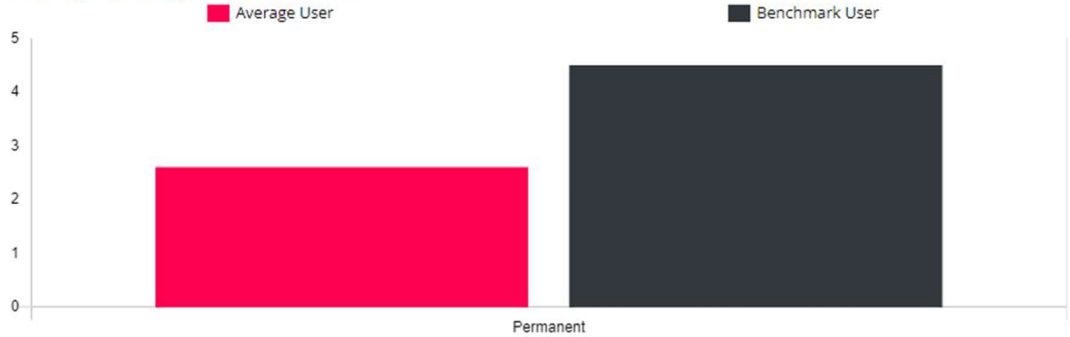
[linkedin.com/in/wendymcdougall](https://www.linkedin.com/in/wendymcdougall)
www.firefishsoftware.com



Putting **data at the heart** of your recruitment agency.

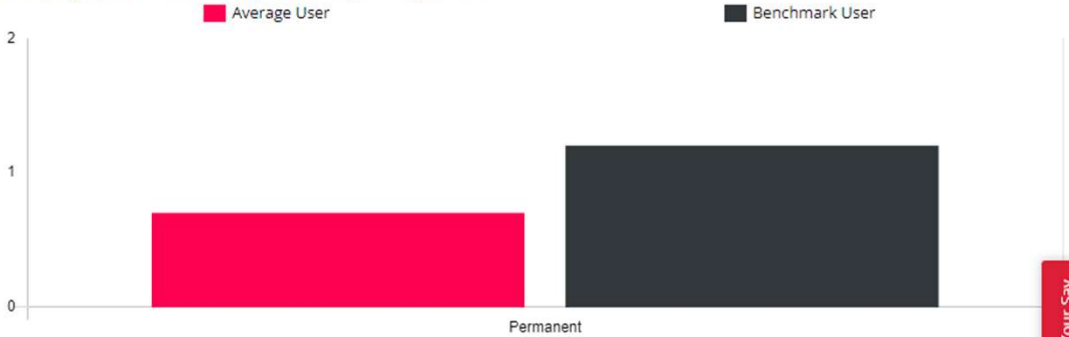
New Jobs per Recruiter

The average number of jobs created per workflow



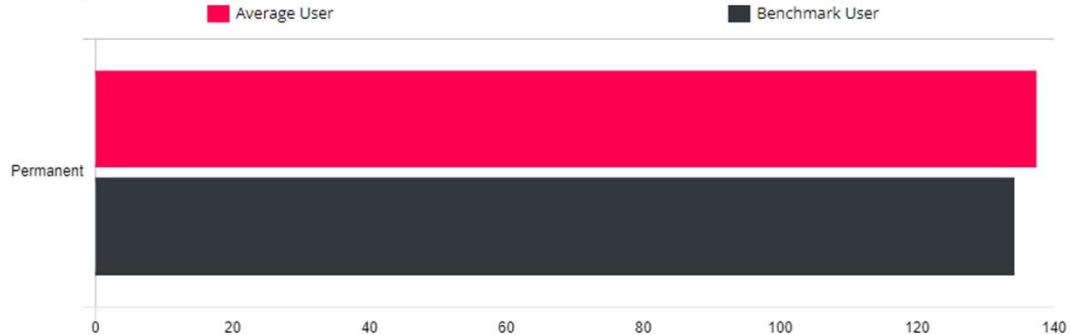
Placements per Recruiter

The average number of candidate placements by a user per workflow



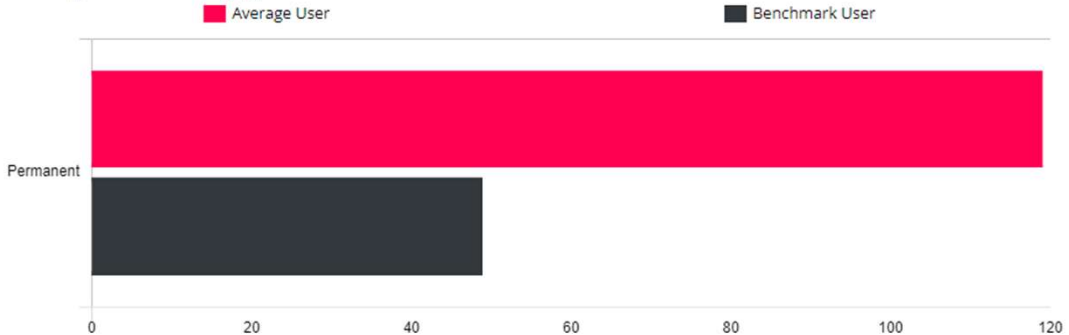
New Applications

The average number of new applications



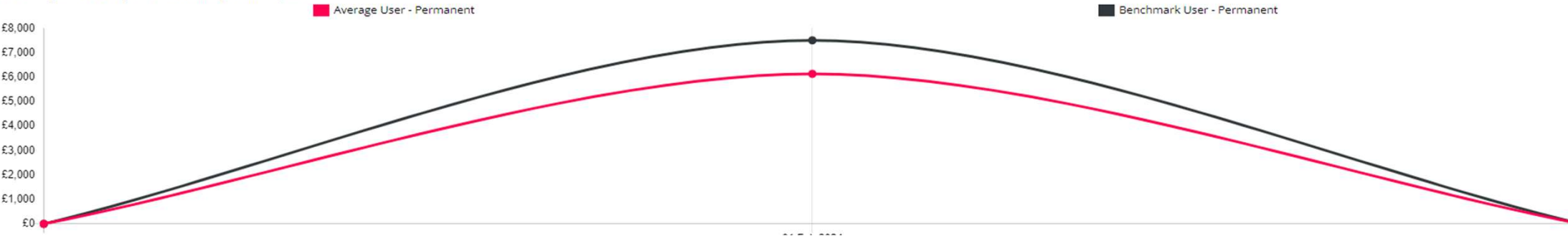
Existing Applications

The average number of existing applications



Sales Revenue per Recruiter

The average amount of job sales revenue generated per user



1. Map your current business processes & goals
2. Centralise your data
3. Make your CRM the heart of your business
4. Embed the data in your company behaviours
5. Measure the outcomes