Why Every Recruiter Needs Their Own GPT (And How to Build One).

with Vanessa Raath

EXECUTIVE RESEARCH ASSOCIATION

Wednesday 25th June 2025 @ 12pm-1pm

Who is Vanessa Raath?
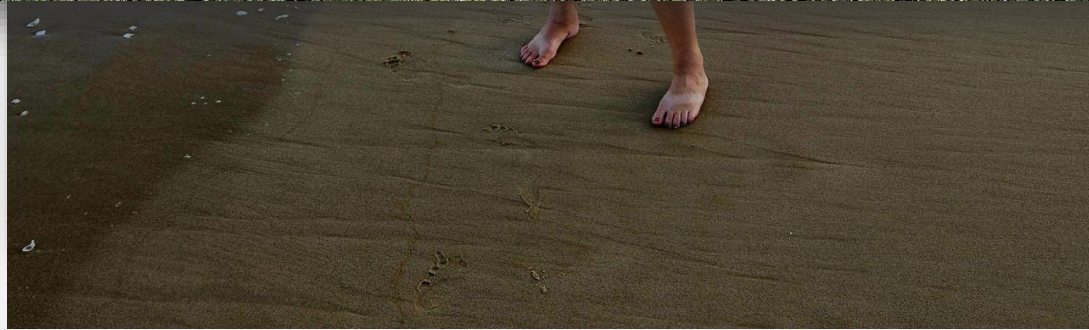
Vanessa Raath

THE **TALENT** HUNTER

I have trained over 5500 Recruiters from over 100 countries since I started my own business in 2019

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I have delivered Keynote Talks in Europe, North America, South America, Australasia & Africa.

Do you know any Conference Organisers in Asia?

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Where are you on your AI Journey?

We now seem to have reached a fork in the road when it comes to our AI Journeys....

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Personal use LLMs

Paid for Enterprise Solutions

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KEY POINT!!!!!!

- Don't ask which AI tool is the best
- Ask which hiring challenge the AI tool is solving

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Candidates

Recruiters

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https://start.me/p/l6bkk7/vanessa-raath-s-tried-tested-ai-tools

Productivity Tools
- Carv
- Miro
- Napkin
- NotebookLM from Google
- Simply
- Timelines.ai
- Verbi
- Whimsical

Building Agents, Automations & Workflows
- Chipp
- n8n
- Relevance AI
- replit
- Scotty Technologies
- Zapier

Writing & Content Tools
- LinkedIn & Insta Carousel Maker
- Magical AI
- QuillBot
- SEOWRITING

Reference Checking Tools
- Reval.site

Candidate Engagement/Voice Agents
- Scotty Technologies

Sourcing Talent
- AmazingHiring
- CrystalAI
- HireEZ
- Jobin.Cloud
- Juicebox (PeopleGPT)
- Pin • Revolutionize Recruitment
- recruitbot
- Revelio Labs

Recording Meetings/Interviews
- Carv
- Fathom
- Metaview.ai
- Simply
- StaffRocket.ai

Email Campaign Tools
- Gem
- Pin • Revolutionize Recruitment
- SourceWhale
- Sourcicle
- Juicebox (PeopleGPT)

CV/Resume Building Tools
- AI Resume Builder
- Carv
- Free Resume Builder
- Kickresume
- Simply
- StaffRocket.ai

BD Tools/Data Enrichment/Sales Intelligence

GPT-based Tools
- ChatGPT
- Claude
- DeepSeek
- Gemini
- Microsoft...
- Mistral
- Poe.com
- Qwen
- xAI Sign-In
- you.com

Prompt Writing Tools
- ProPrompt - prompts for Recruiters

AI Tools to create Presentations
- beautiful.ai
- Free AI Presentation Maker
- Gamma

Tools to grow your Personal Brand/Social Medi...
- Boardy
- Content Swarm
- FeedHive
- Paiger
- ReactIn
- Verbi

AI Search Tools
- Exa
- Perplexity AI

Talent Intelligence Agent By Michael Wolford

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AI Tool	Best Use Cases	Recruiter Use Cases	Key Features	Examples in Action
ChatGPT	Content creation, conversational dialogue, coding assistance	Drafting job descriptions, generating interview questions, automating initial candidate interactions	Human-like dialogue, creative content generation, conversational context memory	"I draft a quick, inclusive job ad or send a specialized outreach message to passive candidates with ChatGPT."
Perplexity	Research, information retrieval, multimodal analysis	Researching industry trends, analyzing candidate data, providing accurate job market insights	Access to multiple AI models, real-time web search capabilities, cited sources	"I get a snapshot of the latest news on a tech startup or confirm a candidate's public profile details in moments."
Claude	Conversational tasks, customer service, text analysis	Handling candidate inquiries, analyzing feedback, improving candidate experience	Strong conversational abilities, text analysis capabilities	"If I need a thorough interview guide or want to process a large block of candidate feedback, Claude keeps it coherent from start to finish."

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AI Tool	Best Use Cases	Recruiter Use Cases	Key Features	Examples in Action
Copilot	Coding assistance, document editing, productivity enhancement	Assisting with resume screening tools, automating data entry in recruitment software	AI-powered coding document editing, integration with Microsoft tools	"I can generate an interview schedule in Excel, summarize candidate feedback in Word, craft a personalized follow-up email in Outlook—right from Copilot."
DeepSeek	Advanced coding, math, reasoning, real-time data analytics	Analyzing complex candidate data, optimizing recruitment processes, automating technical assessments	High-performance models, customizable algorithms, real-time data processing	"If I'm hunting down a niche skill set or verifying an obscure candidate profile, DeepSeek helps me dig deeper than typical job boards or standard tools."
Gemini	Google's next-generation AI with potential multi-modal capabilities (text, images, etc.).	Multi-modal analysis of candidate portfolios - Integration with Google Workspace	- Potentially more advanced reasoning - Ties into the robust Google ecosystem	"In the future, I might leverage Gemini for scanning resumes, analyzing candidate videos, or integrating directly into Gmail Drive to streamline recruiting."

Quick Take Aways

- **ChatGPT** – My all-purpose content generator & brainstorming buddy
- **Perplexity** – Great for quick checks on recent data or news about companies/candidates
- **Claude (Anthropic)** – Excels at long-form content & compliance-friendly drafting
- **Microsoft 365 Copilot** – Seamless for those living in the Office suite (Word, Outlook, Excel)
- **DeepSeek** – Ideal for advanced sourcing & tracking down elusive, highly specialized talent
- **Gemini (Google)** – A strong contender likely to offer deep integration with Google Workspace & multi-modal capabilities

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Some Ideas of how you can use GPTs for Recruitment...

- **Visual Data Insights from Excel Uploads** – Analyse response rates, sourcing effectiveness, & hiring trends.

- **Candidate Persona Generator** – Create ideal candidate profile sourcing strategies.

- **AI-Powered Interview Prep & Question Bank** – Generate structured interview guide assessments.

- **Job Description Rewriting & Optimization** – Improve engagement SEO for job ads.

- **AI-Generated Outreach & Follow-ups** – Personalize candidate messages & automate responses.

- **AI Image Creation for Employer Branding** – Generate visuals for recruitment marketing social media.

- **AI-Powered Market & Competitor Research** – Identify hiring trends, salary benchmarks, & emerging job roles.

- **AI-Based Diversity & Inclusion Writing** – Remove biased language to ensure inclusivity in job postings.

- **AI-Powered Talent Pool Segmentation** – Re-engage passive candidates to categorise talent effectively.

- **Automating Candidate FAQ Responses** – Generate quick, professional replies to common candidate questions.

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10 AI Prompts to Supercharge Your Recruiting

by Vanessa Raath

Recruitment Trainer Extradonnaire

Thank you!

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Thanks for Listening

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