
PROFESSIONAL PRODUCTS

Graduation Internship: Business Research and Advice
(CU34780V22)

HZ Graduation Coach: Ms. M. Polinder
In-company Supervisor: Mr. M. Trillou
First Examiner: Ms. V. Yazbek



Raya Gerdzhikova, 79984

Date: 07.06.2023

TABLE OF CONTENTS

01

List of Recommendations.....1

To be implemented by TieTalent's IT department.

02

New Landing Page Design.....2

To be implemented by TieTalent's Marketing department together with an improved marketing strategy.

03

Comparison: Initial Landing Page....5

For a better overview of the main improvements implemented.

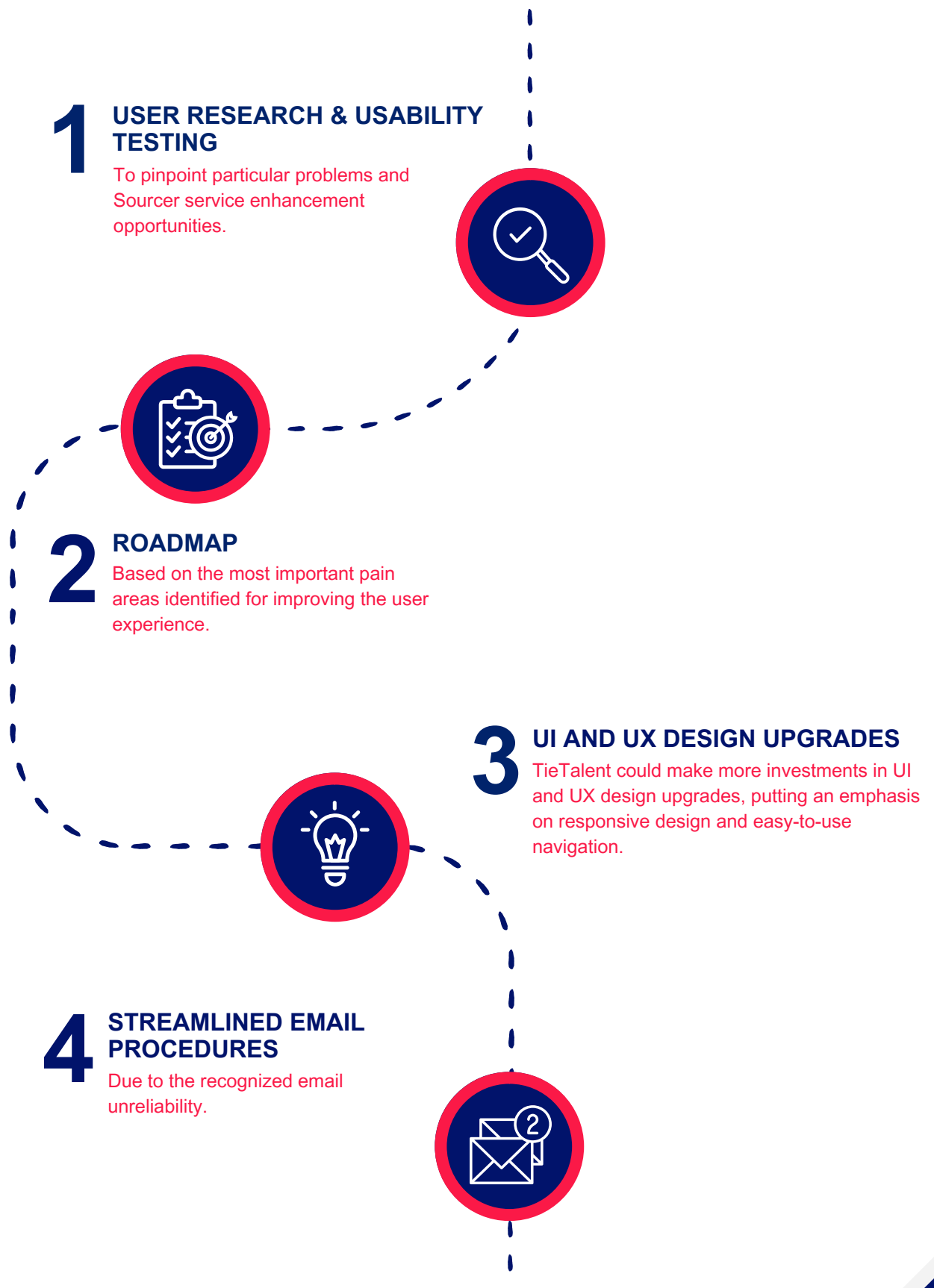
04

Success Stories.....7

To attract new customers and showcase achievements.

List of Recommendations

The following list of recommendations has been carefully crafted as a result of thorough research and insightful interviews with TieTalent staff members. These have been determined to be significant areas for improvement in the Sourcer service and its general effectiveness, allowing the company's IT department to have a better overview and ability for rapid implementation.



The Sourcer landing page's new design was carefully developed based on thorough research of the websites of rival companies. To determine the most common elements missing in the Sourcer landing page's initial version, this analysis involved carefully examining multiple websites owned by leaders in the field. The page can be found under the following web address: <https://tietalent.com/en/sourcer>

2

A Benefit-Driven Value Proposition



Qualified Talents

We use a thorough process to pre-screen, verify, and ensure that talents have the right qualifications.



Reduced Hiring Time

Our Sourcer model saves time by automating the time-consuming tasks of recruiting. Therefore, resulting in reduced hiring process by up to 4 weeks.



Cost-saving Success

Our model is designed to help you attract and retain top talent, leading to improved productivity and business growth, ultimately resulting in cost savings.

[Try for Free](#)

How Sourcer works

1 Discover our powerful search tool

Reach the full potential of your search with access to our database of 40,000+ pre-screened elite tech talents.

Following is an intro call with your dedicated Talent Sourcer to understand your project needs better and provide you with a specific sourcing training.

Your tech needs

Node.JS X Angular X Skills
Berlin, DE Location

[SEARCH FOR TALENTS](#)

2 Get relevant matches

Sourcer's unique approach to talent sourcing combines the best of technology and human expertise, ensuring you get the most efficient results.

Our AI Search Engine and expert recruiters work together to carefully consider your needs and hand-pick the best match for you. Then you can review the pre-screened candidates for the perfect fit and interview only the best matches for guaranteed success.

Candidates

Person 1
Person 2 ✓
Person 3

[GET IN TOUCH](#)

3 100% follow-up to ensure the right hire

Rely on our commitment to 100% follow-up for every Talent contacted, so you can maximize your chances of making the right hire.

This is what sets us apart from other hiring tools and makes us the ultimate solution for streamlining your process. With Sourcer, you'll have the support you need to find and hire the right talent, faster and more effectively.



Talent hired!

We'll handle the rest.

Our Plans

ESSENTIAL

The perfect solution for companies looking to streamline their recruitment process and ensure a 100% follow-up guarantee.

[Try for Free](#)

or [Schedule a Call](#)

The Basics to get your team sourcing:

- ✓ Access to the TieTalent Talent Pool
- ✓ Powerful Search
- ✓ Employer Branding
- ✓ Direct Chat with Talents
- ✓ Collaborate with Your Team
- ✓ Sourcing Training with Our Experts
- ✓ Dedicated Account Manager
- ✓ Tailored Talent Pre-selection
- ✓ 100% Follow-up Guaranteed

Most popular

PROFESSIONAL

Designed for companies that require a more targeted talent search, making it the perfect solution for organizations looking to stay ahead of competition.

[Try for Free](#)

or [Schedule a Call](#)

All Essential features, plus:

- ✓ Advanced Talent Location Search Features
- ✓ Upfront Talent Salary Expectations Information
- ✓ Access to 50+ Search Criteria
- ✓ Up to 200 Matching Talents/Month
- ✓ Priority Support

PREMIUM

Ideal for organizations seeking comprehensive recruitment solutions that optimize candidate selection and enhance overall outcomes.

[Try for Free](#)

or [Schedule a Call](#)

All Professional features, plus:

- ✓ Dedicated Talent Agent to Support the Full Hiring Process
- ✓ Hand-picked Talent Pre-selection
- ✓ Reference Check
- ✓ Salary Negotiation



Average Rating of 5

Get to Know the Experts

Schedule a call with our client executives today and discover how we can help you fill job openings faster, reduce the cost of hiring the wrong candidate, and improve productivity and employee retention.

[Schedule a Call](#)



Sofia Bedonni
Client Executive

With her extensive expertise, Sofia has a proven track record of understanding and addressing her clients' needs and matching them with top talent in the Swiss-French market. A strategic thinker and natural communicator, Sofia consistently exceeds expectations and delivers results that drive business growth.



Figure 1: The New Sourcer Landing Page Design

Comparison: Initial Landing Page

tietailent.

Join our award-winning platform for tech recruitment

Access top vetted IT and Digital Marketing talents on our platform. Find the perfect fit, hire faster & more efficiently.

👍 Great matches

Our system will analyse the ideal profile you are looking to hire and will automatically match you with a list of top-vetted tech talents.

⚡ Hire faster

Get instant matches. Start interviewing talents from day 1 and save 4 weeks off your typical hiring process.

Book a demo

First Name

Raya

Last Name

Gerdzhikova

Company name

TieTalent

Email*

raya.gerdzhikova@tietalent.com

Country/Region

Submit

Innovate in your recruiting strategy like 1000+ companies



swatch+

L'ORÉAL



GEOSATIS

1 MONTH

3 MONTHS

12 MONTHS

ESSENTIAL

CHF 1'180 /MONTH

The basics to get your team sourcing:

- ✓ Unlimited access to TieTalent talent pool
- ✓ Powerful search
- ✓ Employer branding
- ✓ Direct chat with talents
- ✓ Collaborate with your team
- ✓ Sourcing training with our expert
- ✓ Dedicated account manager

SIGN UP

PROFESSIONAL

CHF 1'290 /MONTH

All Essential features, plus:

- ✓ Advanced talent location search features
- ✓ Upfront talent salary expectations information
- ✓ Access to 50+ search criteria
- ✓ up to 200 matching talents / month
- ✓ Priority support

SIGN UP

PREMIUM

Contact us

All Professional features, plus:

- ✓ Dedicated Talent Agent to support the full hiring process
- ✓ Tailored talent pre-selection
- ✓ Reference check
- ✓ Salary negotiation

SIGN UP

Your tech hiring platform

- Create your opportunities
- Search for tech talents
- Collaborate with your team
- Share profiles and notes

- Home
- Community
- Vacancies
- Talent search
- Messages
- Favorites
- Shared Vacancies
- Company profile
- Settings
- Help

Logout

Home Logout

Live vacancies

Keep up to date with your live vacancies

Senior Software Engineer	View job
SEO Lead	View job

Small location

Search for Talents

Search through our Talent database to find the perfect match for your next position

Home Logout

Talent search

Keywords

View

You found 100 matching talents

Sort by

EL

Elisabeth Lauger

Senior Software Engineer

Available to start within 2 weeks

Current Salary: 10k

Location: Zurich

Skills: Java, Spring Boot, Kotlin

Senior Software Engineer (2)

Senior Software Engineer (2)

Senior Software Engineer (2)

ME

Markus Elbrach

Senior Software Engineer

Available to start within 2 weeks

Current Salary: 10k

Location: Zurich

Skills: Java, Spring Boot, Kotlin

Senior Software Engineer (2)

Senior Software Engineer (2)

Senior Software Engineer (2)

Find new talents today

- No success fee
- Hire as many talents as you need
- Engage with talents through the chat and interview scheduling tool
- 24/7 access to talent profiles through the platform

Book a demo

tietalent.

© 2023 All rights reserved.

TieTalent SA, Chemin du Closel 5, 1020 Renens, Switzerland - TieTalent GmbH, Curiestrasse 2, 70563 Stuttgart, Germany

Figure 2: The Initial Landing Page Design; Source: <https://sourcer.tietalent.com/en>

Success Stories

Based on a review of recruitment best practices, I implemented Success Stories in TieTalent's content marketing portfolio. Two new success stories were created to showcase TieTalent's successful recruitment practices. Through research, interviews, and competitive analysis, I ensured that the stories met industry standards. I gathered information and crafted compelling narratives that highlighted TieTalent's role in fast hiring, by collaborating with TieTalent's Client Executives and Talent Agents. Additionally, I collaborated with the Front-end developer to design and launch new landing pages on the TieTalent website. These initiatives enhanced TieTalent's first success story design and expanded its portfolio, increasing the company's potential to attract new clients.

Success Story 1: QoQa


Find top IT and Digital Marketing talent quickly and easily. [Book a Demo](#)

tietalent.


TalentsCompaniesAbout usResources

LOGINSIGNUPENDEFR


Transforming the Swiss E-Commerce: QoQa's Unmatched Deals Fueled by TieTalent's Exceptional Developers



Sofia Bedonni
Client Executive, TieTalent



Lisa Pinaud
Senior Talent Agent, TieTalent



Jenifer Tur
Talent Consultant, QoQa



Hires to date

3

Recruitment cycle time

12 days

Time saved per hire


37 days


Meet QoQa


Are you living in Switzerland and feeling like you're missing out on something? Well, let us tell you about [QoQa](#) – the Swiss company that's anything but boring.


Founded in 2005, [QoQa](#) has made a name for itself as a successful e-commerce platform that offers incredible deals on just about everything you could want.

And the best part? You can access it all through their app on your phone (available on [iOS](#) and [Android](#)).

 Bussigny-près-Lausanne, Switzerland

 +200 team members

 Shopping & Retail industry

 Mission: Surprise its community of 950,000 people daily.



Pascal Meyer, founder of QoQa

What sets QoQa apart from others?

It's the way they do things.

From selling Porsches at half price to offering 5-star hotels for a fraction of the cost, QoQa knows how to make their limited-time offers irresistible.

With a community of over 950,000 members, QoQa has created an engaged user base who can't wait to share their amazing deals with friends.

So, what are you waiting for? [Join the QoQa community](#) and experience the excitement for yourself!

The Goal

As QoQa experienced remarkable business success, their need to hire efficiently increased significantly. With their expanded range of offerings, the company required the right tech talents to join their team.

To fulfill this requirement, Jenifer Tur, the Talent Consultant at QoQa, was responsible for screening and identifying qualified candidates who meet her standards. Once shortlisted, these individuals are then referred to the Senior Leadership for further evaluation.

Jenifer's primary focus is on sourcing top-notch Swiss developers who possess the intrinsic motivation and relevant prior experience.

However, this is not an unusual requirement, as most organizations seek these qualifications in their tech team members.



Mr. QoQa, the Official Brand Mascot



TieTalent's Expertise

Speed. Quality. Guidance.

Jenifer had a conversation with her TieTalent Client Executive, Sofia, in November 2021. She expressed her interest in finding tech talent quickly and efficiently with a focus on quality, and wanted guidance on tech hiring fundamentals and the Swiss tech market.

Sofia discussed Jenifer's requirements with Lisa, a Talent Agent who evaluates candidates on TieTalent, to gain a better understanding of QoQa's needs. They worked together to help Jenifer use TieTalent to search, evaluate, and connect with potential tech talent.

With TieTalent's Intelligent Search, Jenifer could easily find tech professionals based on their skills, experiences, and expectations. Lisa would also notify Jenifer of any strong potential hires that fit QoQa's specifications.



"Tech talent acquisition is about quality, not quantity. We needed a solution that can precisely target the most suitable candidates, without receiving an overwhelming number of subpar CVs or profiles. That's why we chose TieTalent to target the most suitable candidates with the necessary skills, motivation, and experience to join our team, and streamline our recruitment process."

Jenifer
Talent Consultant at QoQa

Simplifying the hiring process was made possible with TieTalent for Jenifer and QoQa. Between November 2021 and February, they hired three new tech team members during the Christmas and New Year periods.

With the help of Sofia and Lisa, Jenifer was able to find two backend developers and one product owner. Though it may seem like a small number, Jenifer and QoQa value efficient and intelligent hiring, prioritizing quality over quantity.

Above all, they aim to streamline the hiring process to recruit talented individuals who can contribute to delivering the best special offers in Switzerland.



The Future of QoQa

QoQa has recently moved to Lausanne's "QG" in April 2022, signaling their readiness to continue expanding their offerings and exploring new verticals. As the e-commerce industry in Switzerland is revolutionized by their continued growth, exciting opportunities arise to join their dynamic team.

QoQa highly values its team members and promotes a workplace that emphasizes value-driven benefits, such as:



Hybrid work environment



Holacratic structure



Flexible hours



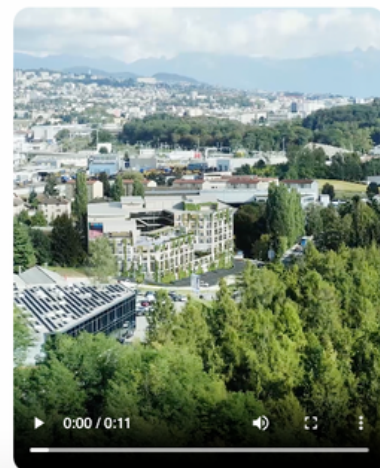
Innovative, entrepreneurial mindset



Agile methodology



After-work drinks and team-building events



If you're a driven tech professional looking to join QoQa's next chapter, create your free TieTalent profile to become part of their incredible team!

Create your free profile

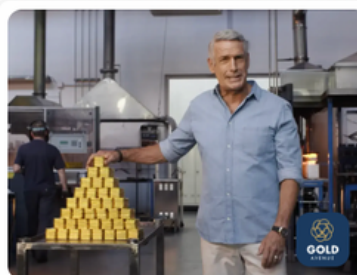
Discover more



Information Technology

A Match Made in Hiring Heaven: Conteo's Success Story with TieTalent's Agile Hiring Approach

Continue reading



Financial services

Finding Top Ruby Talents Made Easy: How TieTalent Helped GOLD AVENUE Grow and Innovate

Continue reading

Figure 3: Improved Design of TieTalent's Success Story with QoQa; Source: <https://tietalent.com/en/success-stories/qoqa>

Success Story 2: GOLD AVENUE

Find top IT and Digital Marketing talent quickly and easily. [Book a Demo](#)

tietalent.

Talents

Companies

About us

Resources

LOGIN

SIGNUP

EN DE FR

TieTalent is proud to be GOLD AVENUE's main recruitment partner!

Finding Top Ruby Talents Made Easy: How TieTalent Helped GOLD AVENUE Grow and Innovate



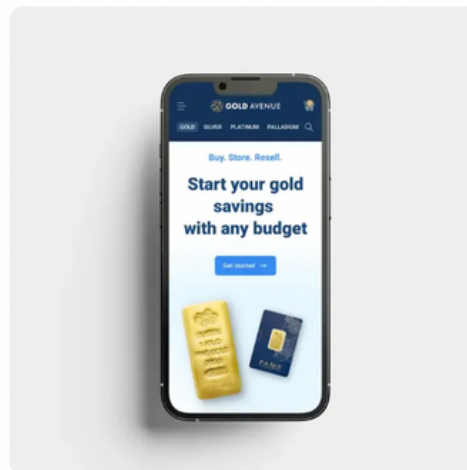
Sofia Bedonni
Client Executive, TieTalent



Jovana Rotula
Founder & COO, TieTalent



Vincent Mattart
CTO, GOLD AVENUE



Hires to date

7

Recruitment cycle time

18 days

Time saved per hire

31 days

About GOLD AVENUE

GOLD AVENUE is one of the leaders in Europe for savers and investors looking to buy, sell, and store gold and physical precious metals, launched in October 2018.

The company is the official online retailer of MKS PAMP GROUP, the world leader in the precious metal industry. With its headquarters in Geneva, GOLD AVENUE has established a reputation for providing unparalleled value to its customers and making saving in gold and precious metals accessible to everyone.

GOLD AVENUE is dedicated to helping investors easily navigate the precious metals market, making it an excellent choice for anyone looking to start their gold savings.



Geneva, Switzerland



28 team members



Financial services industry



Mission: Savings made simple

What sets GOLD AVENUE apart?



Alessandro Soldati, Co-Founder of GOLD
AVENUE

Innovation is at the core of everything they do.

They offer a unique and comprehensive range of products, including investment-grade gold, silver, platinum, and palladium bullion bars and coins, as well as rare and collectible coins.

Thanks to their user-friendly and highly secure online platform, you can buy, store, manage, and resell precious metals in a few clicks. You can also automatize your savings with their Auto-Savings feature to easily reach your long-term savings goals.

GOLD AVENUE places a strong emphasis on transparency and reliability. From providing detailed information about their products to offering exceptional customer service with a team of experienced professionals available to assist customers with any inquiries.

The Goal

As [GOLD AVENUE](#) experienced exponential growth during the pandemic, they faced the challenge of hiring talented people while adhering to social distancing regulations. The main priority was to quickly hire the right tech talents to join their team.

Vincent Mattart, the CTO of [GOLD AVENUE](#), was looking for top-notch Ruby Developers. Of course, the talent pool for this specialization is very narrow, and his first attempts to recruit through job boards proved unsuccessful.

Vincent's top priority was to recruit exceptional Ruby developers who would be a good fit for the team. He also aimed to significantly shorten the recruitment process, ensuring that all parties involved saved time and effort.



1 kg gold bar 999.9 fine gold – PAMP Suisse



TieTalent's Expertise

A Cost-Effective and Time-Saving Solution

After an intro call in November 2021 with our Client Executive, Sofia, Vincent was impressed with the conditions TieTalent offered, especially the low commission rate, which was crucial for their startup budget.

Vincent shared that TieTalent definitely stood out thanks to the professionalism and dedication of Jovana, the COO & Co-Founder of TieTalent, who was also in the role of a Talent Agent for [GOLD AVENUE](#) at the time. She understood perfectly the kind of profiles the Tech & Product teams at [GOLD AVENUE](#) were looking for and managed to always send relevant talents.

From his experience working with TieTalent, Vincent also shared that he found the platform to be informative, with a good overview and lots of information about the candidates.



"As the CTO of GOLD AVENUE, I am delighted to say that our collaboration with TieTalent has been a tremendous success. Our mindsets are perfectly aligned, and we have achieved both of our goals. Globally, we couldn't be happier with the partnership, and we have exceeded our expectations!"

Vincent
CTO at GOLD AVENUE

Reactivity and Personalized Approach

Streamlining the hiring process was made possible with TieTalent for Vincent and [GOLD AVENUE](#). Between November 2021 and November 2022, they hired seven new tech team members.

With the help of Sofia and Jovana, Vincent was able to find a Ruby Tech Lead, two Ruby on Rails Developers, a React.js Team Lead, two ReactJS Developers, and a UX/UI Designer. Helping them find the right talent efficiently and effectively not only saved them time but also enhanced their overall productivity across departments.







Their primary objective is to simplify the recruitment process by seeking out skilled individuals who share the company's mindset and work harmoniously with the team, so everyone can experience the benefits of "Savings made simple".



The Future of GOLD AVENUE

GOLD AVENUE is strongly committed to the growth and innovation of the company. The team constantly has new ideas that they work hard to develop, and one of the biggest projects they are currently working on is the migration to React, with an expected release during Autumn. They anticipate a lot of growth and put high importance on the company culture, as it has always played a significant role in their success.

At **GOLD AVENUE**, the team members are highly valued, and the company strives to foster a work environment that prioritizes benefits aligned with their values. These benefits include:

- | | | |
|---|---|--|
|  Remote work options |  Managers who care |  Career development |
|  Progressive values |  Inclusion and diversity |  Open mindset |



If you are a tech professional who is passionate and motivated about your work and interested in being a part of **GOLD AVENUE**'s next chapter, simply create a free TieTalent profile to join their exceptional team!

Create your free profile

Discover more



Information Technology

A Match Made in Hiring Heaven: Conteo's Success Story with TieTalent's Agile Hiring Approach

Continue reading



Shopping & Retail

Transforming the Swiss E-Commerce: QoQa's Unmatched Deals Fueled by TieTalent's Exceptional Developers

Continue reading

Figure 4: TieTalent's Success Story with GOLD AVENUE; Source: <https://tietalent.com/en/success-stories/gold-avenue>

Success Story 3: Conteo

Find top IT and Digital Marketing talent quickly and easily. [Book a Demo](#)

tie.talent.

Talents

Companies

About us

Resources

[LOGIN](#)

[SIGNUP](#)

[EN](#) [DE](#) [FR](#)

A Match Made in Hiring Heaven: Conteo's Success Story with TieTalent's Agile Hiring Approach



Lynn Müller
Sales Team Lead, TieTalent



Florence Bauer
Talent Team Lead, TieTalent



Matthias Baldinger
CEO, Conteo

Conteo ist
die digitale
Erweiterung
Ihrer Messe

Hires to date

2

Recruitment cycle time

21 days

Time saved per hire

30 days

About Conteo

Conteo is a dynamic and innovative software development company based in Switzerland. The company prides itself on offering cutting-edge solutions to help businesses thrive in the digital age.

At Conteo, their mission is to empower organizations by delivering robust and scalable software products tailored to their unique needs. They specialize in building custom web and mobile applications, focusing on using modern technologies and frameworks to ensure efficient and reliable solutions.

With a team of highly skilled and experienced professionals, Conteo emphasizes collaboration and close communication with clients throughout the development process. They believe that understanding the clients' goals and requirements is crucial to delivering successful projects that drive business growth.

Zürich, Switzerland

15 team members

Information technology
industry

Mission: Creating online fairs



Matthias Baldinger, CEO of Conteo AG, at Brand Trust Podcast

What makes Conteo stand out?

Conteo is a remarkable platform with a multitude of special qualities that set it apart from other solutions. One of its key features is its user-friendly interface, which makes it incredibly easy for individuals and businesses to navigate and utilize its tools effectively.

Conteo's powerful analytics capabilities provide deep insights and data visualization, empowering users to make informed decisions based on real-time information.

Additionally, the company offers a wide range of customizable features and modules, allowing users to tailor the platform to their specific needs.

With its seamless integration with various systems and technologies, Conteo ensures smooth and efficient workflows, enhancing productivity and saving valuable time.

The Goal

In a world where finding top-notch tech talent is a real challenge, [Conteo](#) found themselves in a hiring predicament two years ago.

With a pressing need for a skilled Symfony Developer, they turned to TieTalent, and little did they know that this collaboration would be a game-changer.

The hiring manager's goal was crystal clear – to find an exceptional Symfony Developer who could take their team to new heights.

But it wasn't just about technical expertise.

[Conteo](#), being a close-knit company of around 10–12 individuals, needed someone who would fit like a missing puzzle piece, aligning perfectly with their company culture and values.



TieTalent's Expertise

A Commitment To Success

[Conteo](#) had struggled for far too long, grappling with the daunting task of attracting and securing tech talent. However, TieTalent brought an arsenal of expertise and a relentless commitment to success. Through outreach programs, TieTalent's efforts paid off, and they discovered the incredible Igor – a Symfony expert who fit [Conteo's](#) requirements like a glove.

The team at [Conteo](#) was over the moon with the results, and they knew they had found a winning formula. But the collaboration didn't stop there.

TieTalent continued to work their magic, not only helping [Conteo](#) find a Senior Symfony Engineer, but also securing a Head of Operations.

The tireless efforts, pre-screening candidates and presenting only the cream of the crop, saved [Conteo](#) countless hours and spared them the frustration of sifting through irrelevant applications.

TieTalent's unique ability to market [Conteo's](#) strengths to candidates was a true game-changer. With their finger on the pulse of the industry, TieTalent knew exactly how to showcase what made [Conteo](#) extraordinary, attracting exceptional talent who were eager to join the ranks.



"Our collaboration with TieTalent has been a game-changer. They consistently produce exceptional candidates, and I'm in awe of how they do it! With their platform, they have the ability to target individuals actively seeking new opportunities, which is a far superior process compared to traditional headhunting methods."

Matthias Baldinger
CEO at Conteo

Long-lasting Impact

With TieTalent, [Conteo](#) could tap into a pool of candidates who were already open to job changes, streamlining the entire process and ensuring a higher success rate.

Reflecting on TieTalent's impact, Matthias highlighted three features that stood out:

1. The significant reduction in effort was a game-changer.

TieTalent pre-scanned candidates, sending only those who were a perfect fit, saving [Conteo](#) valuable time.

2. TieTalent's ability to market the company to potential candidates was invaluable.

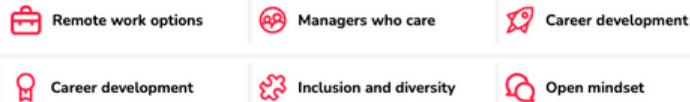
The external perspective and expertise allowed TieTalent to highlight [Conteo's](#) strengths, attracting top talent who resonated with the company's values.

3. TieTalent excelled at connecting [Conteo](#) with individuals who were actively seeking new opportunities, aligning perfectly with their recruitment goals.

The Future of Conteo

Looking ahead, [Conteo](#) envisions growth and expansion in the next 1–2 years. With plans to expand operations into Germany and Austria and fill positions in account and content management, they anticipated hiring more tech professionals. TieTalent was poised to play a vital role in this growth, continuing to be [Conteo's](#) trusted recruitment partner. As [Conteo's](#) recruitment needs will evolve, TieTalent's expertise and platform would be instrumental in sourcing top talent, aligning with the company's vision for the future.

At [Conteo](#), the team members are highly valued, and the company goes above and beyond to provide them with a work environment that reflects its core values. [Conteo](#) believes in offering a range of benefits that truly make a difference in their employees' lives. Some exceptional benefits provided by [Conteo](#) include:



If you are a tech professional driven by passion and looking to be a part of Conteo's exciting journey, take the first step by creating a free profile on our platform.

Create your free profile

Discover more



Financial services

Finding Top Ruby Talents Made Easy: How TieTalent Helped GOLD AVENUE Grow and Innovate

Continue reading



Shopping & Retail

Transforming the Swiss E-Commerce: QoQa's Unmatched Deals Fueled by TieTalent's Exceptional Developers

Continue reading

Figure 5: TieTalent's Success Story with Conteo; Source: <https://tietalent.com/en/success-stories/conteo>