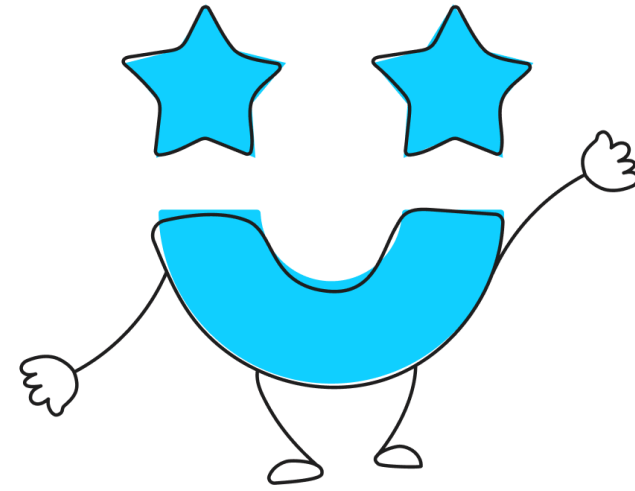


Welcome to



uppeople

**Next-gen recruitment with
marketing approach**

Hi, we are Uppeople

Recruitment agency with a
marketing approach

We believe that work should be pleasant – for
the company and for team members.

To make it that way, you overcome several
challenges ➡



➔ challenge 1

**Time is
Money**

It can take months to find a candidate. The longer you look, the more money you lose on the work he should be doing – especially on Senior+ vacancies.

➡ challenge 2

When a position is open for a long time, it's easier to take not the person you need, but the person you have.

It can be called "best of the worst" hiring, and this strategy is not working well.

**«Whoever-
hiring»**

➔ challenge 3

Chaotic Recruitment

The hiring process is not systemized.

It includes the work of internal recruiters, agencies and freelancers.

The budget changes regularly and you find a candidate not when you need it, but by chance.

Company is getting weaker

Hiring is becoming more expensive

Candidate recruitment time is growing

The company falls into a cycle of recruitment hell

Why this happens?

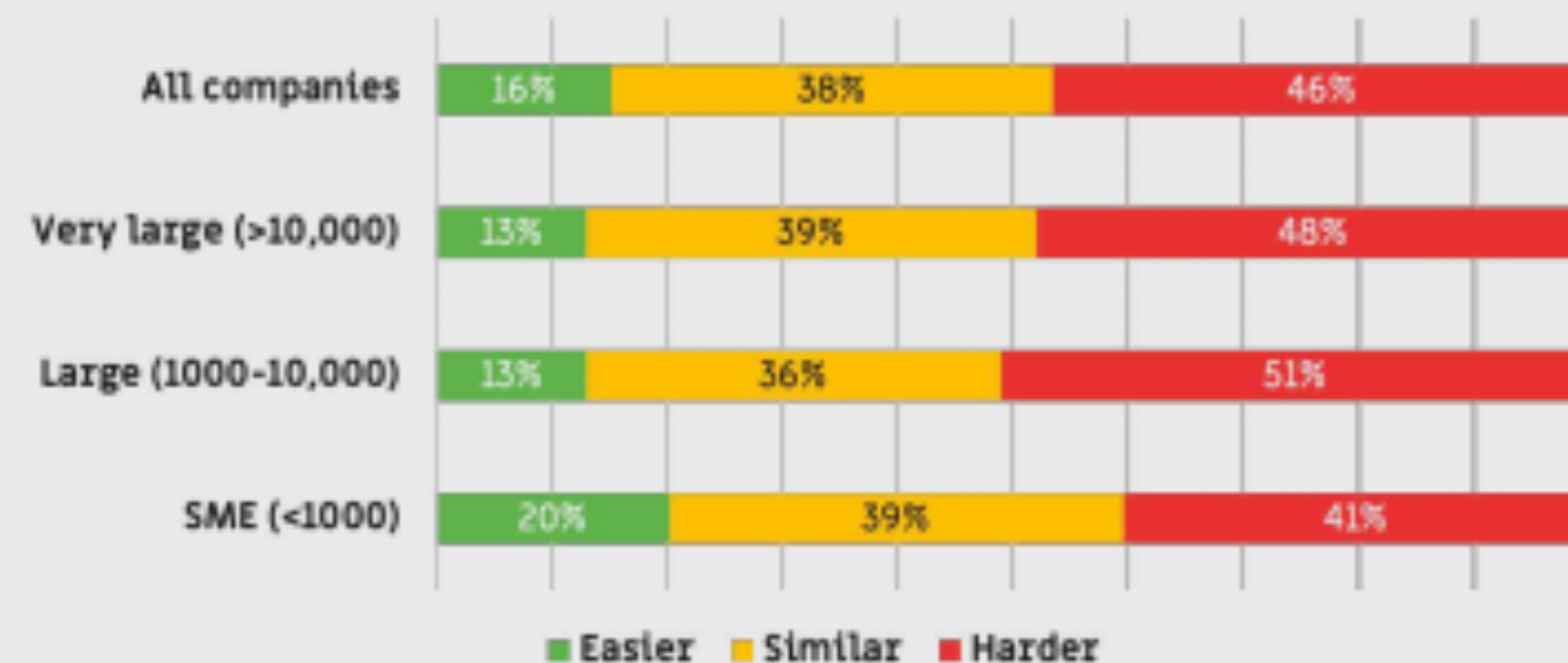
Companies are convinced that strong candidates will come to them anyway

Do not count unearned profits from hundreds of hours spent on recruiting

Do not invest in recruitment marketing and employer brand

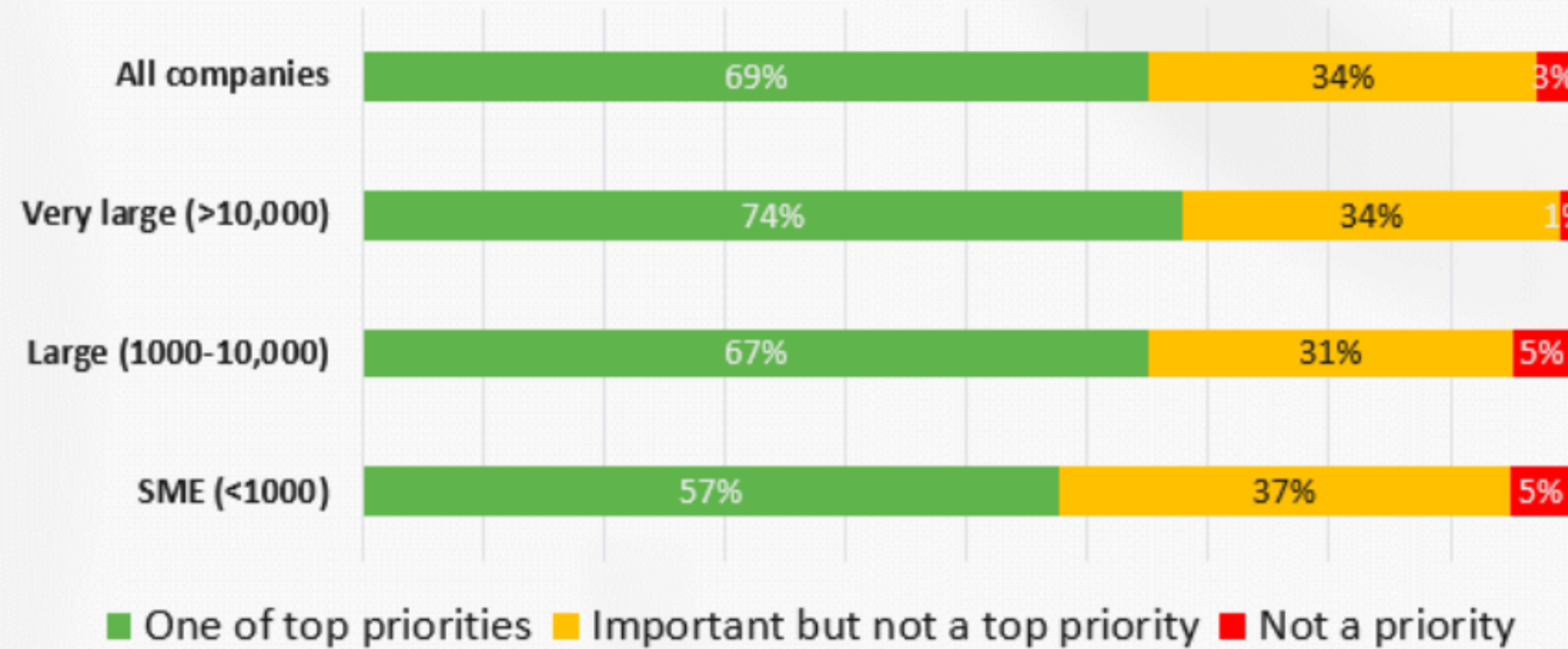
Despite recession, hiring environment a challenge for many

Do you expect the general hiring
environment to get harder or easier over
the next 12 months?



**Research confirms that
companies expect a
constant complication of
recruitment process**

Q. Where does employer branding rank among your organization's **HR/talent management priorities** for the coming year?



Employer Brand becomes priority #1 in HR and recruitment

What would you estimate to be the **total annual USD budget** your overall organization spends on recruitment marketing and other forms of employer brand building?

2021 Average / 2020 Average

\$123,000
\$144,000
(+17%)
SME
1 - 999
Employees



\$502,000
\$558,000
(+11%)
Large
1,000 - 9,999
Employees



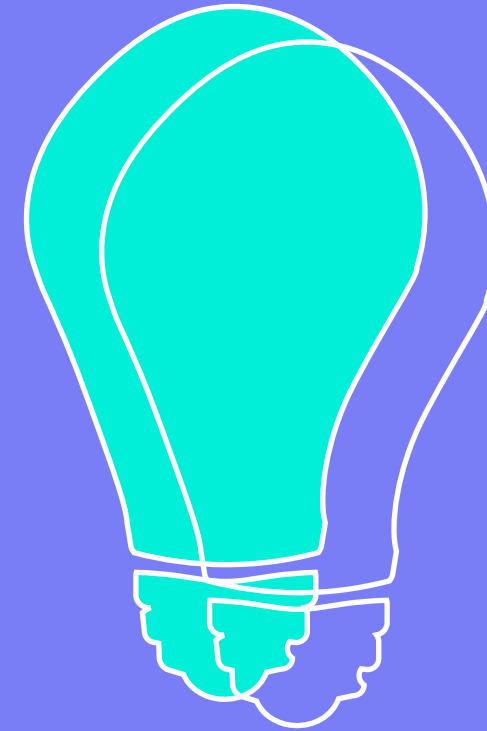
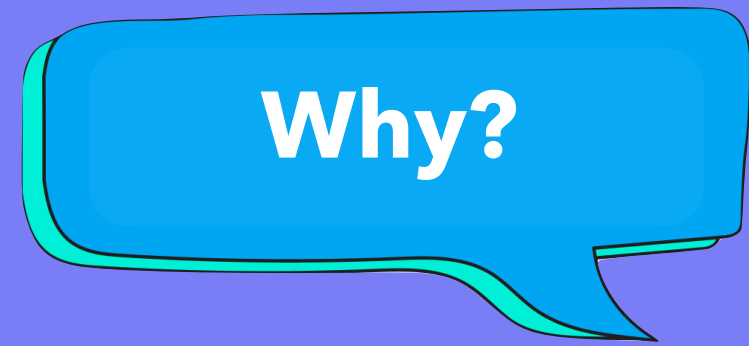
\$1,766,000
\$2,765,000
(+56%)
V.Large
10,000+
Employees



\$3,159,000
\$3,729,000
(+18%)
WMAE
World's Most
Attractive Employers



**Recruitment marketing
costs are growing
every year**



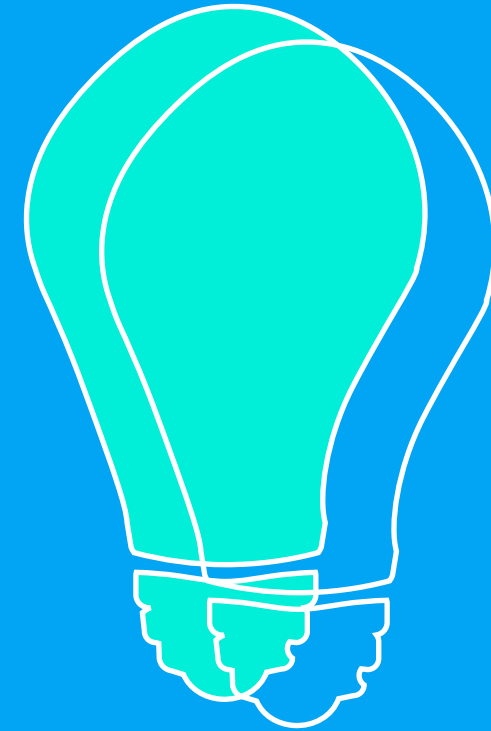
**Companies that invest in recruitment
marketing hire the best candidates faster
and cheaper**



Skilled developers choose from
companies they know

If a company wants to hire them, it has
to be good enough, so they want to
work there.

This means investing in
recruitment marketing, not
just in hiring.

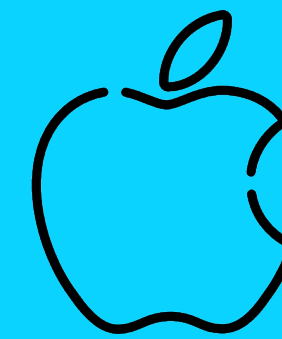
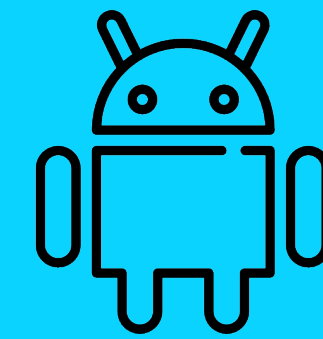


The marketing approach to recruitment helps us quickly find the candidates you love and increase your vacancies response.

Services

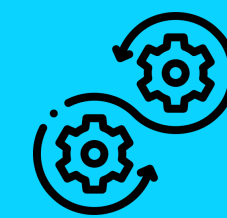
IT Recruitment

- Active search, screening, selection, interviews management
- Vacancies creative design: structure, copywriting, creating design materials, creating a vacancy-landing page

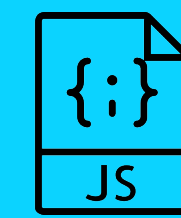


QA 

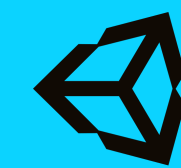
Frontend Backend



DevOps



JS



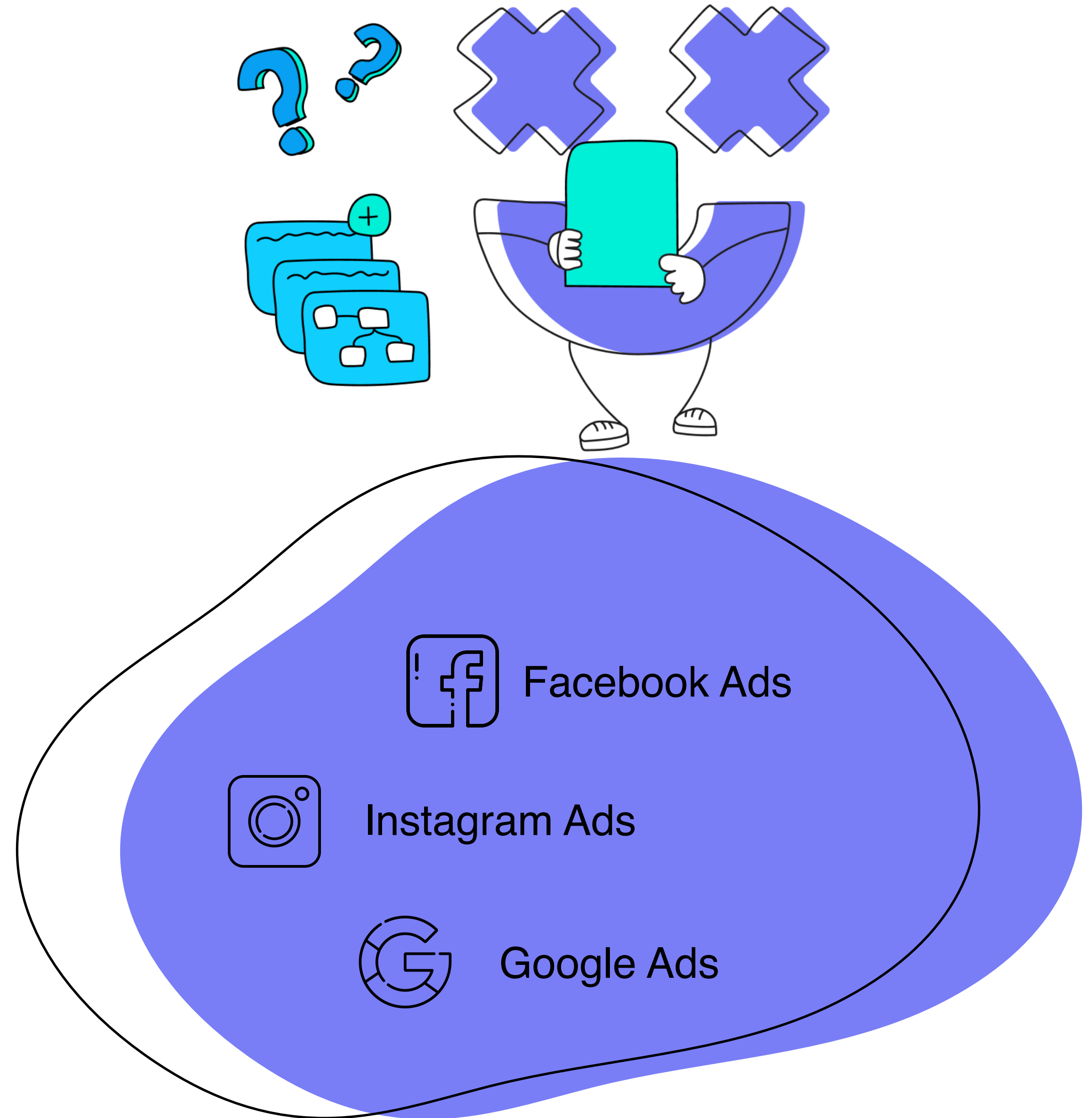
Unity



. net

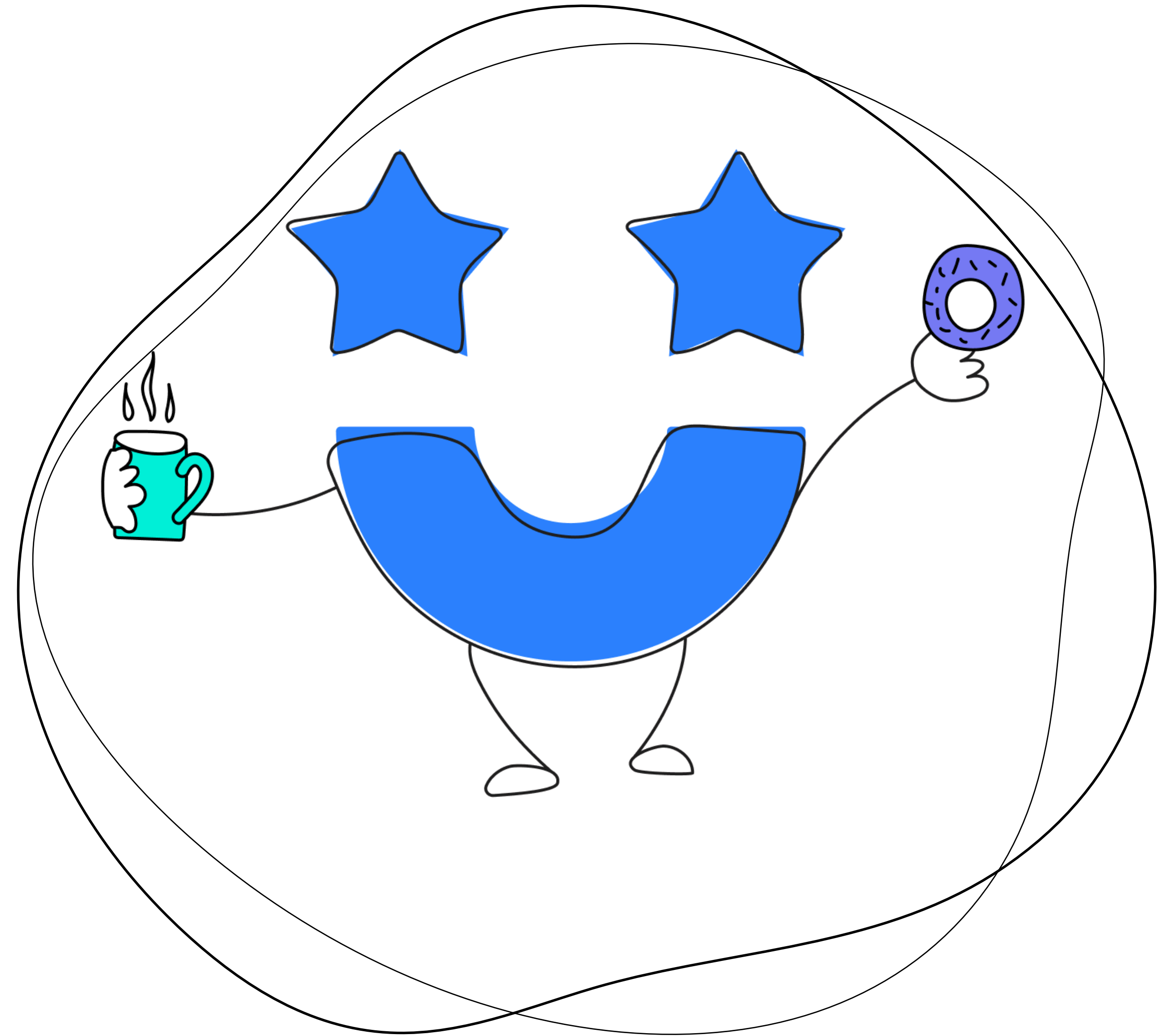
Vacancies **promotion**

- Facebook & Instagram Ads: ad copy, design, ad campaign management
- Promotion through partnerships and media resources
- Communication with candidates who come from ads



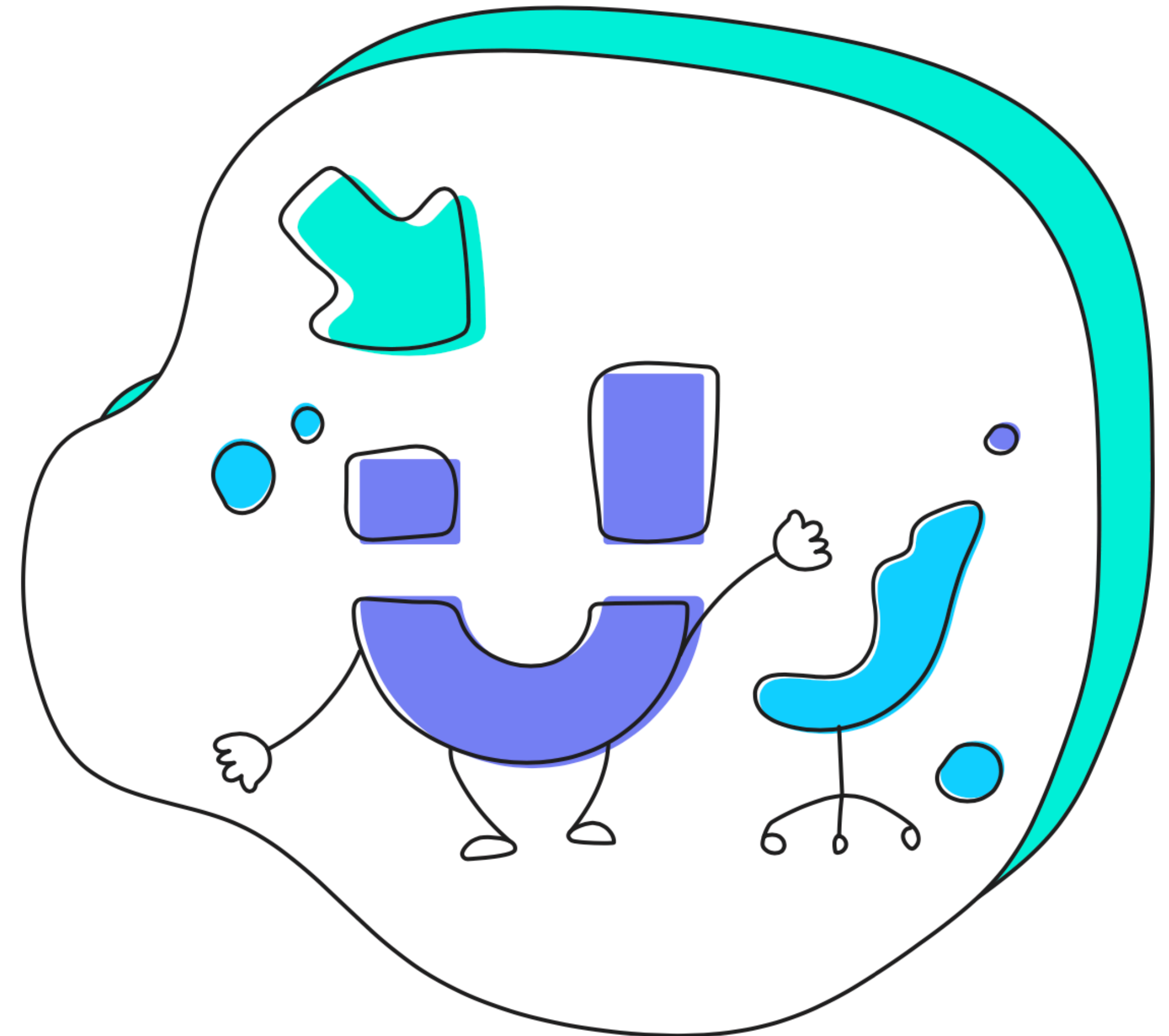
HR Branding

- Development of HR landing-pages
- Communication channels design: descriptions, design materials, HR-media files
- Development of the HR content that will be used during the hiring process: job descriptions, benefits, team info, product info.



HR Brand Consulting

- We find systemic problems in the perception of the company's brand and the reasons for this perception
- Create a strategy to deal with the problems we have found
- Create an action plan and help to maintain it with consulting or team integration



How we work

Kick-off call

We define the tasks, challenges you are dealing with and the outcome you want to get.

Research и SWOT

We study the market, conduct a vacancy SWOT analysis to give an understanding of its competitiveness

Screening & search

Search and selection of candidates

Interview

We conduct interviews with you to make hiring more effective

Weekly sync

Short progress check in a 15-min call where we show the intermediate results

Tech Check

We connect a technical specialist to better understand the request and the profile of the candidate.

Hiring

We select the best candidate

Onboarding

Then help to onboard him to the company, so all the expectations coincided

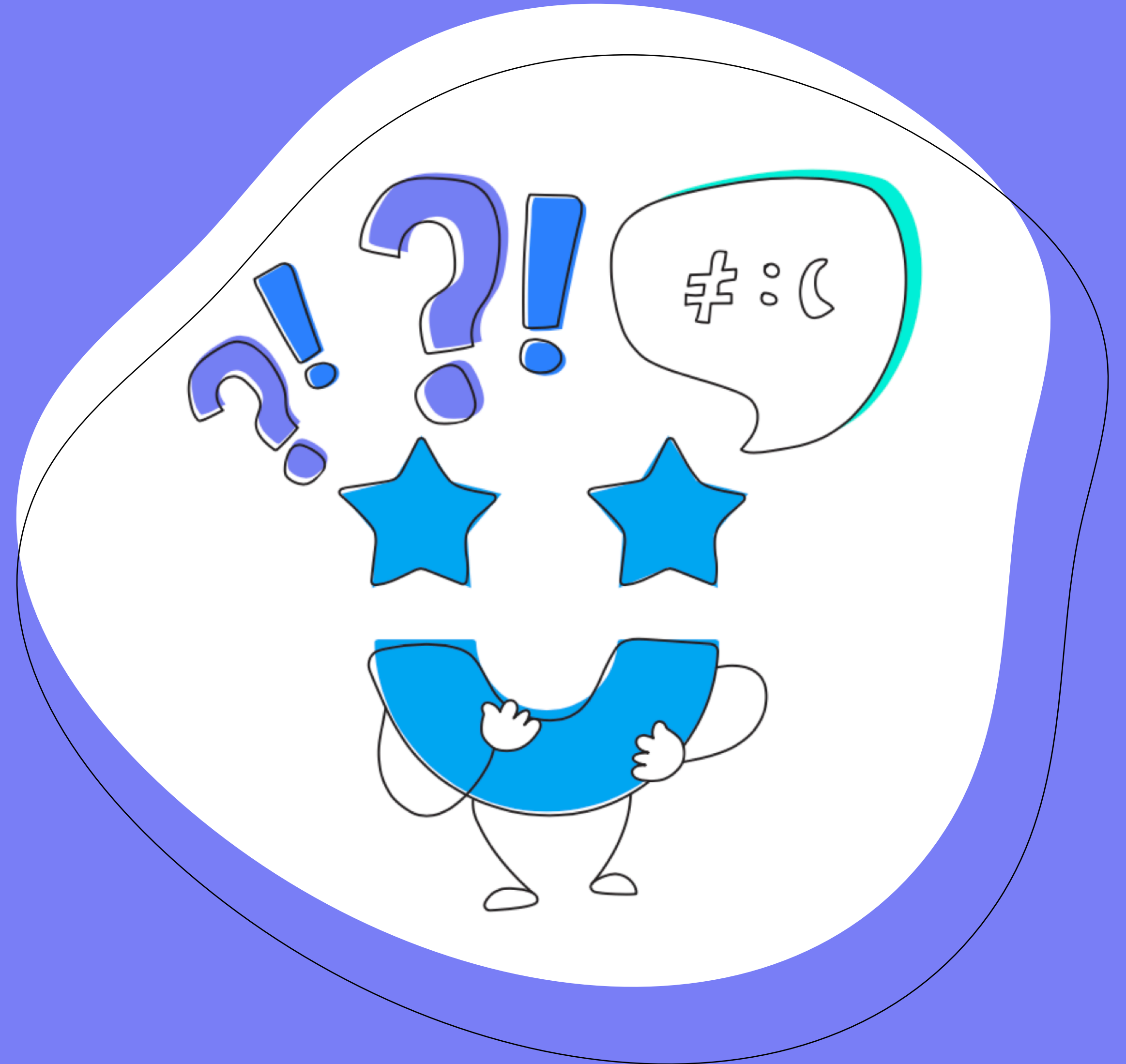
Guarantee

Warranty period (depends on the service you bought)

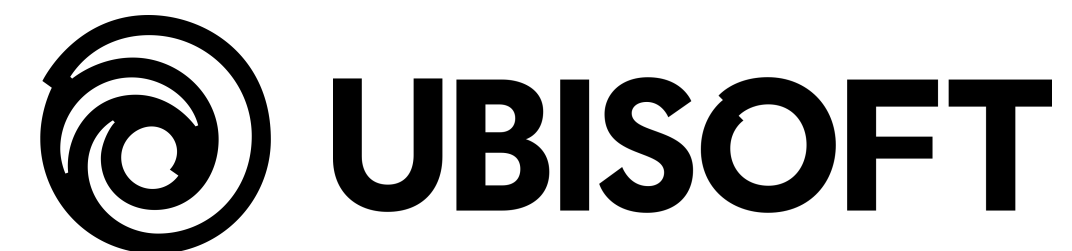
Where do we start?

First of all, let's audit your recruitment and HR brand

Through auditing and analytics, you will gain an understanding of the next steps. We will help you learn what you can develop and change as an internal team, and what will be more profitable for you to outsource.



Our clients



and 300+ companies more

What is our **superpower**

Since 2014 we are experts in recruitment of Senior+ and rare stack candidates

Deep knowledge of **marketing instruments** that grow recruitment effectiveness

Own sourcing technics – 70% more effective than traditional methods



What is our **superpower**

Own CRM, which provides detailed candidates-analytics and processes applications faster.

We don't just search for developers. We solve business challenges. We find the best solution, even if it does not relate to recruitment.

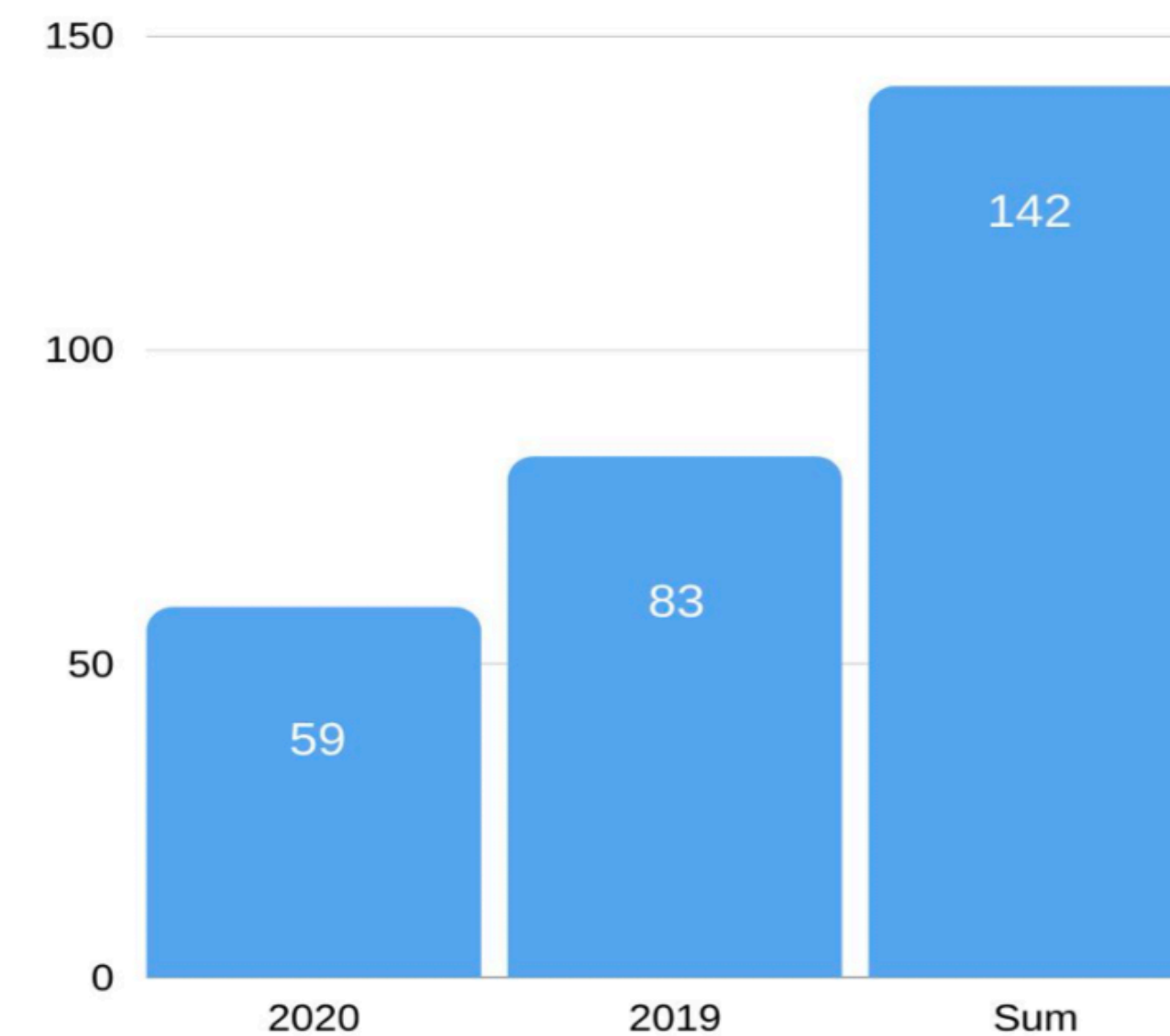
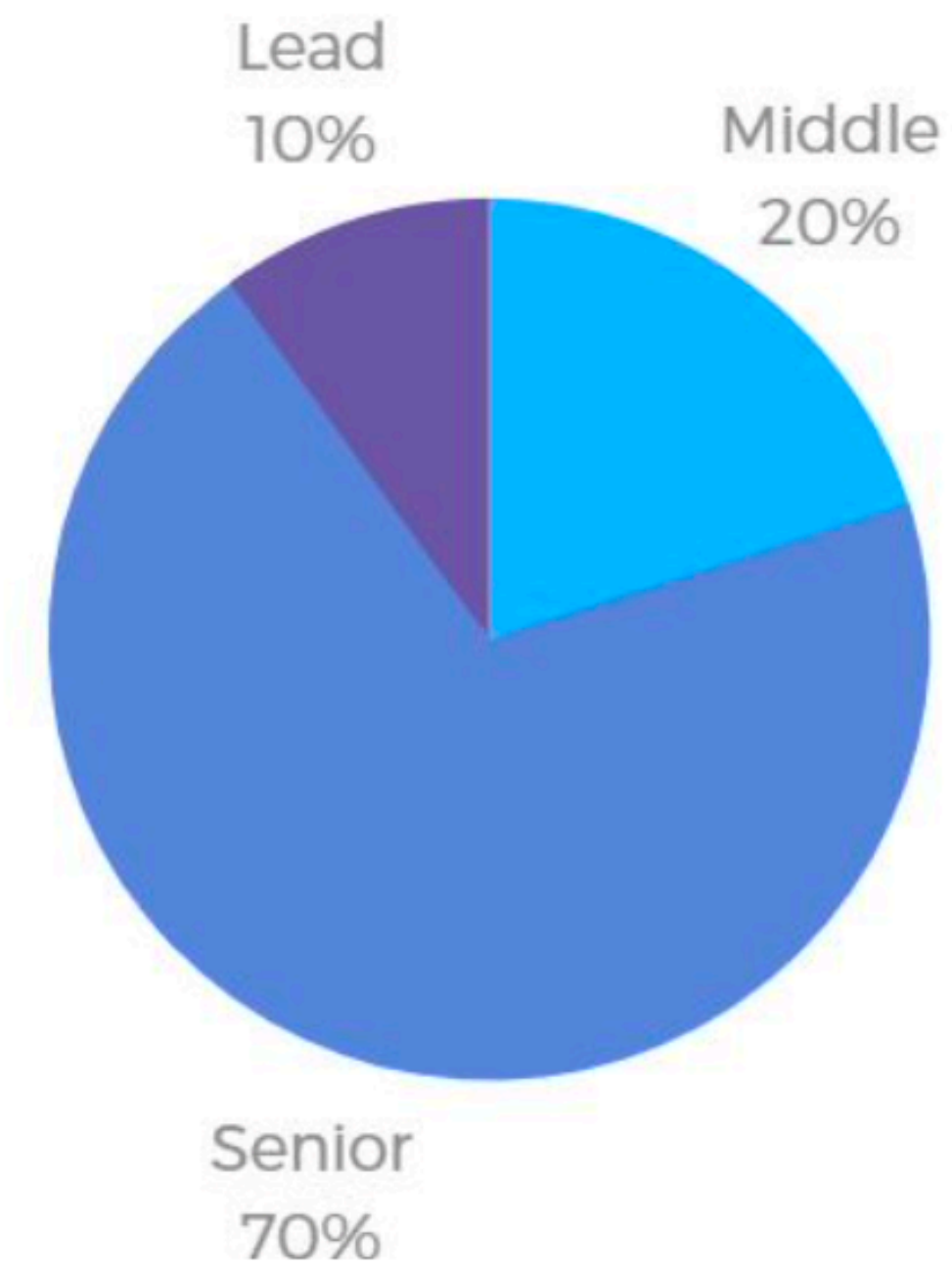
Focus on finding relevant candidates. We find those who fit into the culture and work for a long time.

Freelance recruiters community and candidate referral system. Helps to select the best faster.

Our team combines recruitment and marketing skills. That's why we hire the best candidates quickly and efficiently.

About us

- We have been working since 2014
- Head office in Kiev
- 500+ people on the Freelance Recruitment Community
- 14 recruiters in the team
- 142 closed middle-senior-lead vacancies for 2019-2020



успішні вакансії

Core team



Anton
Bogdanov

Rocket Launcher,
founder

Creates new products
and challenges for the
team



Olha Nizhnyk

CEO, Co-Owner

Helps Uppeople grow
and enter new markets.
In love with
gamification in
business



Ed Nazarenko

COO, CMO, Co-
Owner

Check-lists and
systematisation fan.
Collaborated
recruitment and
marketing inside the
company



Alyona
Vorozhko

Recruitment Lead

Listens, calms down
and shows how to
overcome challenges



Evheniia
Udovenko

Teach Lead

Helps the team quickly
overcome daily
challenges



Bogdan
Kominko

Business Developer

Finds great customers
and presents
Uppeople on the
market

offers

Recruitment Strategy

To open an office, form a core team and create a long-term HR brand and hiring strategy

20 % of the annual salary

4 mon warranty period

success fee payment after the work is done

Recruitment Branding

The «Swiss-army-knife» offer to create and develop an HR brand, and promote vacancies systematically

18 % of the annual salary

3 mon warranty period

success fee payment after the work is done

Recruitment Marketing

Recruitment starter-pack for companies that are consciously starting to work with recruitment

15 % of the annual salary

2 mon warranty period

success fee payment after the work is done

offer 01

Recruitment Marketing

- Recruitment-marketing team / **Sourcing management** – lead recruiter + senior + sourcer
- Creative copy + design materials + telegra.ph
- Candidate communication strategy + Candidate Journey
- Pre-screen and English check
- Access to HRM-system – our swiss-army-knife for recruitment monitoring
- **Data-driven recruitment:** 1) Market analysis before recruitment 2) Results planning 3) Weekly activity reports.
- Vacancies publishing on a website
- Candidate Base Newsletter
- Facebook & Instagram promotion of the vacancy
- Check-list «Effective interview structure»
- Marketing Kit for a vacancy promotion
- HR-brand and Digital-assets audit
- Market entry strategy and HR brand roadmap
- HR landing development
- Consultation with CEO on HR Branding

Warranty period

2 months

Payment, % of the annual salary

15%

Payment stages

50% when candidate starts working

50% in 2 months, after the warranty period expiration

*candidate replacement is possible if he has not passed the warranty period

offer 02

Recruitment Branding

- Recruitment-marketing team / **Sourcing management** – lead recruiter + senior + sourcer
- Creative copy + design materials + telegra.ph
- Candidate communication strategy + Candidate Journey
- Pre-screen and English check
- Access to HRM-system – our swiss-army-knife for recruitment monitoring
- **Data-driven recruitment:** 1) Market analysis before recruitment 2) Results planning 3) Weekly activity reports.
- Vacancies publishing on a website
- Candidate Base Newsletter
- Facebook & Instagram promotion of the vacancy
- Check-list «Effective interview structure»
- Marketing Kit for a vacancy promotion
- HR-brand and Digital-assets audit
- Market entry strategy and HR brand roadmap
- HR landing development
- Consultation with CEO on HR Branding

Warranty period

3 months

Payment, % of the annual salary

18%

Payment stages

40% when candidate starts working

60% in 3 months, after the warranty period expiration

*candidate replacement is possible if he has not passed the warranty period

offer 03

Recruitment Strategy

- Recruitment-marketing team / **Sourcing management** – lead recruiter + senior + sourcer
- Creative copy + design materials + telegra.ph
- Candidate communication strategy + Candidate Journey
- Pre-screen and English check
- Access to HRM-system – our swiss-army-knife for recruitment monitoring
- **Data-driven recruitment:** 1) Market analysis before recruitment 2) Results planning 3) Weekly activity reports.
- Vacancies publishing on a website
- Candidate Base Newsletter
- Facebook & Instagram promotion of the vacancy
- Check-list «Effective interview structure»
- Marketing Kit for a vacancy promotion
- HR-brand and Digital-assets audit
- Market entry strategy and HR brand roadmap
- HR landing development
- Consultation with CEO on HR Branding

Warranty period

4 months

Payment, % of the annual salary

20%

Payment stages

30% when candidate starts working

70% in 4 months, after the warranty period expiration

*candidate replacement is possible if he has not passed the warranty period

Testimonials



Marina Dyomina rated UPPeople - 5★

May 17, 2017 · 🌐

We have been cooperating for several years! The team is very pleased with the work, they always hear the client's wishes and take them into account!



Bob Christof rated UPPeople - 5★

November 19, 2017 · 🌐

There are loads of recruitment companies, but UpPeople has made a significant difference to us. The network of candidates is of high quality, as is their flexibility and dedication.

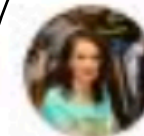
I would recommend them to anyone in the need of IT professionals, love working with them!



Viktor Zavgorodnyuk recommends UPPeople .

February 3 · 🌐

An excellent company that finds and closes applications where others cannot afford it. Recommend!

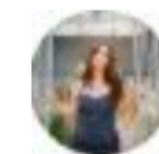


Olga Mamonova We have been working with UPPeople for 2 years. As for the selection and quality of the resume, the guys are great in this matter. It can be seen that they pay attention to the requirements of the company, provide a resume of candidates precisely at the request of the vacancy. I am pleased with the work of UPPeople!

2 g



1



Tonya Ovod rated UPPeople - 5★

November 30, 2017 · 🌐

During the cooperation with the UPPeople team, we managed to select more than 60 Developers. The guys work quickly and efficiently. If you need professionals in the team "for yesterday" with confidence I can tell you that UPPeople will help you with this.

More testimonials on **Clutch**



Forget about «best of the worst» recruitment

We will hire you the best candidate and launch the development of your employer brand so you can hire cheaper and faster.

Let's discuss your task

👉 [Book a call](#)

✉ helga@uppeople.co

📱 +380 95 405 7281