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Recruiter Tools



Clay



n8n



Instantly



Lemlist

Recruiter-Tools.ai

London, UK - Present

Recruiter-Tools.ai helps recruitment businesses automate their client acquisition, delivery and reporting processes using platforms like Clay, n8n, Lemlist, and Instantly.

- Built an end-to-end automation consultancy serving recruitment agencies across the UK, EU and US delivering system design, workflow setup, and integration of multi-tool tech stacks centred around Clay.
- Design Clay workflows to automate recruiter tasks such as: vacancy tracking, candidate search and outreach, company intelligence gathering, and automated lead generation, outbo.
- Developed advanced Clay formulas for name parsing, keyword extraction, cross-table matching, off-limits filtering, and dynamic row scheduling to replicate high-value recruiter activity at scale.
- Integrated Clay with external tools (HubSpot, Airtable, Google Sheets, Instantly, Lemlist, n8n) to create seamless data pipelines that automate sourcing, outreach, and analytics in real-time.
- Built FrontEnd User apps and websites to interact with generated data including Chatbots and Synced Analytics using API's and Webhooks.
- Built recruitment-specific automation products including:
 - BD Engine - an automated vacancy-to-contact prospecting system combining job scraping, hiring-manager matching, and outreach sequence generation.
 - Missed Deals Checker - identifies lost revenue by comparing CRM data to LinkedIn Profile Scraping of Candidates to detect potential unrecognised candidate moves to clients.
- Created fully-automated email deliverability infrastructure: domain warm-up systems, SPF/DKIM/DMARC configuration, multi-domain routing, and inbox consolidation to ensure high-volume outbound safety.
- Delivered live onboarding sessions and Clay training to agency founders and ops teams, simplifying automation adoption through visual workflows and easy-to-use templates.
- Partnered with SAAS and Software engineering teams to prototype new recruitment-specific automations and dashboards.

Key Outcomes:

- Reduced average recruiter manual workload by 60–70% through Clay-based automation.
- Increased campaign response rates by up to 25% via precise targeting, enrichment, and inbox health management.
- Helped clients scale outreach volume safely from 20 to 500+ daily messages.
- Delivered consistent ROI uplift through data-driven outreach strategies and operational efficiency.