

Celential Monograph

Executive Brief

Monograph is a San Francisco-based productivity software company, creating intuitive tools to automate practice operations for architecture, landscape, and design firms. While the company had a large pipeline of candidates, they struggled to find highly skilled and diverse engineering talent that fit their unique culture. Celential.ai leveraged an AI-driven, human-assisted recruiting approach to deliver to Monograph their first qualified candidate within two business days and a solid talent pipeline within one week.

The Challenge

Monograph is an early-stage software company that empowers architects and designers to focus on their designs by creating visually appealing, automated workflows that streamline their project management. Founded in 2016 by a collective of former architects, Monograph is building a company culture that supports a plurality of diverse backgrounds and perspectives, where team members can openly learn from one another.

Monograph's founders were eager to expand their team. Despite having a large pool of potential employees, only one of them truly suited their unique culture. Monograph found it was tough to independently increase the volume of appropriate candidates, especially in the midst of a pandemic.



Monograph is building a company culture that supports a plurality of diverse backgrounds and perspectives.

Solution

Celential utilized their AI-based Virtual Recruiter platform and rich talent graph to match Monograph with skilled candidates with varied backgrounds that perfectly met their needs. After generating automated and highly personalized pitches elaborating the mutual fit between each candidate and the hiring team, Celential's Virtual Recruiter began contacting talent directly on behalf of the CTO.

Celential was able to deliver to Monograph their first qualified, interview-ready candidate within two business days since the partnership started. Monograph's desired candidate pool ballooned from one to 11 within one week, and they made two engineering hires from the candidates Celential provided within six weeks.

Results

75%

Approximately 75% of candidates were accepted into the pipeline by Monograph, despite founders being more selective.

11x

Celential took Monograph from having one appropriate candidate in two weeks to 11 in just one week.

250

On average, 250 qualified engineering candidates received deeply personalized messages from the CTO every week.

Benefits



Built-in capability to identify a large number of diverse candidates without sacrificing quality on any level.



Strong pitch to engage qualified candidates through personalized and automated messaging.



Quick hires of fully remote, high-quality talent for an early-stage company in a competitive hiring market.



As an early-stage technical founder, Celential has been crucial to helping us build a talented, diverse engineering team at Monograph. Their AI-backed Virtual Recruiter service was key in making two hires within six weeks. With the growth of our company and commitment to culture, I can't imagine us scaling our team without them.

Moe Amaya, Head of Engineering, Monograph