



THE PRINCIPAL RECRUITER

A PRACTICAL GUIDE · 2026

FOR SENIOR TA PRACTITIONERS

# Automating candidate information packs

A practical guide for recruiters who give a damn  
about candidate experience

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# The problem this solves

Recruiters spend too much time talking at candidates on first calls. Sourced candidates need more, and relevant context before they can tell you if they're even interested.

And most recruiters are unsure how much effort to put into packs for contingency roles, confidential searches, or lower-fee work.

## THE FIX

**The candidate information pack fixes all three. Build it once per role, personalise where it counts, send it before the call, invite questions.**

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## WHAT GOES IN THE PACK

### Every pack covers

- **The company:** what they do, why it is relevant for your candidate, recent news or milestones
- **The product:** what it is, where it's going, what problems it solves
- **The team:** who the candidate would work with, team size, structure
- **The hiring manager:** who they are, their background, what they care about
- **The role:** what it involves beyond the job description
- **The process:** every stage, timelines, what to expect, how decisions get made
- **Relevant context:** anything a job ad can't give them (culture, ways of working, why the role exists)

For priority candidates, add a **personalised layer:** why their specific background connects to this company's product or problem. (Actually, I would it for any candidate, especially sourced!)

# Lovable: Interactive candidate landing pages

**What it is:** A no-code app builder. You can build a web app that takes a LinkedIn profile URL and a job description as inputs and generates a personalised candidate landing page.

## THE WORKFLOW

- 1 Recruiter pastes candidate's LinkedIn URL
- 2 Recruiter selects the role (or pastes the JD)
- 3 System pulls the candidate's public profile data
- 4 System cross-references their background with the role requirements
- 5 Generates a branded landing page with company info, role context, team details, and a personalised section highlighting why their experience connects
- 6 Recruiter reviews, adjusts if needed, sends the link

## PROOF OF CONCEPT

A recruiter named Kyler (ex-Google, Unity, Rivian) built a full AI hiring platform on Lovable that does exactly this. Users paste a LinkedIn profile and the system generates tailored outputs matched against job descriptions. There is also a live app called "Candidate Page Builder" on [lovable.app](https://lovable.app) that turns public profiles into branded landing pages.

→ [Kyler's case study on Lovable](#)

→ [Live app: Candidate Page Builder](#)

## BEST FOR

Agencies and embedded recruiters who want a scalable, branded experience. Works well for volume hiring where you need a consistent but personalised touchpoint.

## EFFORT TO BUILD

### Medium

Requires initial setup of the app template and branding. After that, each pack is generated in minutes.

## LIMITATIONS

Requires some prompt engineering to get the personalisation right. LinkedIn profile scraping has compliance considerations. Output quality depends on how much public data is available on the candidate.

# ElevenLabs: Voice agent candidate packs

02

**What it is:** A conversational AI platform with voice cloning. Instead of a document, the candidate talks to an AI version of the recruiter that knows everything about the role, company, and process.

## THE WORKFLOW

- 1 Clone the recruiter's voice (or use a professional AI voice)
- 2 Feed the agent a knowledge base: company info, role details, process stages, FAQs, benefits, culture documentation
- 3 Candidate receives a link to the voice agent alongside their interview invitation
- 4 Candidate has a conversation, asks whatever they want to know
- 5 Agent answers from the knowledge base, flags questions it cannot answer
- 6 Recruiter reviews the conversation summary before the live call

### BEST FOR

Companies hiring at scale who want to differentiate their candidate experience. Strong for employer branding. Particularly effective when the recruiter's time is the bottleneck.

### EFFORT TO BUILD

## Low to medium

ElevenLabs built and deployed their agents within hours. The main work is curating the knowledge base and keeping it updated per role.

## PROOF OF CONCEPT

ElevenLabs' own recruiting team built "AI Becky" and "AI Oscar" in August 2025. These are voice-cloned agents modelled on their real GTM and technical recruiters. Every candidate invited to interview gets access to these agents before their first live call. The agents answer common questions about process, benefits, remote policy, and culture. ElevenLabs receives over 31,000 applications per month and conducted 3,200 interviews in H1 2025.

- [AI Becky & AI Oscar \(ElevenLabs blog\)](#)
- [Talk to AI Becky \(GTM recruiter\)](#)
- [Talk to AI Oscar \(technical recruiter\)](#)
- [Developer walkthrough: building an AI recruiter \(Medium\)](#)

### LIMITATIONS

Requires candidates to be comfortable talking to an AI (some won't be). The voice agent cannot replace the personalised "why you" element as effectively as a written pack. Best used alongside a written pack, not instead of it.

# Claude (Design + Cowork): Document-based packs

03

**What it is:** Claude Design generates one-pagers, slide decks, and branded visual documents from prompts. Cowork chains multi-step workflows. Together, they can produce polished candidate packs from structured inputs.

## THE WORKFLOW

- 1 Create a candidate pack template in Claude Design: branded one-pager or short deck covering all seven content areas
- 2 For each new role, feed Claude the job description, company careers page, hiring manager LinkedIn, and any internal briefing notes
- 3 Claude generates the base pack for the role
- 4 For priority candidates, add their LinkedIn profile and Claude generates a personalised section connecting their background to the role
- 5 Export as PDF or slide deck
- 6 Send to candidate before the call

### BEST FOR

Internal and embedded recruiters who want polished, professional documents without design skills. Works well for confidential searches where a public landing page isn't appropriate. Good for executive-level packs where presentation matters.

### EFFORT TO BUILD

## Low

Template creation takes one session. Each pack generation takes minutes. Personalisation adds 5-10 minutes per candidate.

### LIMITATIONS

Requires a Claude Pro, Max, Team, or Enterprise subscription. Output is static (PDF/deck) rather than interactive. The personalisation is only as good as the inputs you provide.

# The automation logic: what you need to make this work on its own

## MINIMUM INPUTS PER ROLE

- Job description (or ATS job ID if integrated)
- Company pitch or careers page URL
- Hiring manager name and LinkedIn
- Interview process stages and timelines
- One paragraph on why the role exists (not the JD, the real reason)

## ADDITIONAL INPUTS FOR PERSONALISED PACKS

- Candidate LinkedIn profile URL
- Any notes from sourcing on why this person specifically

## WHAT SHOULD BE TEMPLATED VS. GENERATED

### Company overview

Templated, updated quarterly.

### Team structure

Templated per hiring manager, updated when team changes.

### Personalised candidate connection

Generated per candidate from their profile + role context.

### Product / roadmap context

Templated per business unit, updated monthly.

### Role specifics

Generated per role from JD + briefing notes.

# Choosing your approach

| FACTOR                | LOVABLE (LANDING PAGE)       | ELEVENLABS (VOICE AGENT)       | CLAUDE (DOCUMENT)         |
|-----------------------|------------------------------|--------------------------------|---------------------------|
| Best format for       | Volume roles, agency pitches | High-volume, employer brand    | Executive, confidential   |
| Setup effort          | Medium                       | Low-medium                     | Low                       |
| Per-candidate effort  | Minutes                      | Zero (self-serve)              | 5-10 min for personalised |
| Candidate experience  | Interactive, modern          | Conversational, differentiated | Professional, traditional |
| Confidentiality       | Lower (public URL)           | Medium (private link)          | High (PDF, controlled)    |
| Personalisation depth | High (auto-generated)        | Low (same for all candidates)  | High (manual + AI)        |
| Cost                  | Lovable subscription         | ElevenLabs subscription        | Claude subscription       |

# Lighter versions for specific scenarios

## SCENARIO

### Contingency roles

Use the templated company + team sections only. Skip personalisation. The pack still saves you 10 minutes on the call.

## SCENARIO

### Confidential searches

Claude document route only. No public URLs, no voice agents. PDF with anonymised company details where needed, revealed in stages.

## SCENARIO

### Lower-fee work

Template everything. One company pack, swap in role-specific sections. Total time per role: 15 minutes.

## WHAT TO DO NEXT

### Pick - Ship - Iterate

- 1 Pick one approach that fits your current workflow
- 2 Build your first template for your highest-priority open role
- 3 Send it to three candidates before their next call
- 4 Compare the quality of those conversations to your usual first calls
- 5 Iterate from there

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