Maximizing Al Potential Through Talent Strategy: How Marketing Leaders Can Navigate a Symbiotic Path Forward





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In the past two years, AI innovation has swept through all facets of the marketing world, from hiring to deployment. While AI has always run in the background, now it's become front and center, raising potential for efficiency and innovation alongside concerns and frustrations. Employers who prioritize the intersection of human potential and technology will not only keep pace—they'll lead.



Integrating a Human Touch in Talent Recruitment

Tech tools were supposed to make it easier and more efficient to hire best-in-class talent. And yet, both talent and employers still face frustrations over applicant tracking systems (ATS) which are <u>used by</u> <u>nearly all</u> Fortune 500 companies. LinkedIn and Reddit boards are <u>full of stories</u> from talent and recruiters alike, frustrated that the best talent can sometimes be overlooked, including a <u>viral story</u> of a manager whose own resume was rejected by the ATS, leading him to realize a code error was auto-rejecting all applicants.

Relying on applicant tracking systems alone can also open employers to vulnerabilities: Al platforms can raise bias, fairness, and equity concerns, with one hiring platform even <u>facing a lawsuit</u> alleging the platform's Al-based hiring tools are discriminatory. And candidates too, can use Al tools to enhance and tailor their resumes for positions they might not be qualified for: According to one 2023 survey conducted by resume services company Standout CV, nearly three-quarters of job candidates would <u>consider using Al tools</u> to "embellish their resumes."

To address these challenges, organizations should invest in hybrid recruitment models that blend Al efficiency with human oversight. This helps to ensure fairness, reduce errors, and align hiring practices with organizational values.

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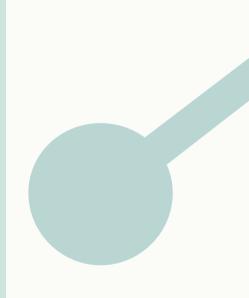
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Having a Strong Tech POV for Maximum Results

Generative AI has significantly disrupted and impacted creative work, from ideation to execution, and the results have hit mainstream conversation. For example, an AI-made update of a classic holiday Coca-Cola commercial <u>generated controversy</u>, and AI integration into the popular Spotify Wrapped has also <u>drawn mixed reactions</u>. Ultimately, the outcome still matters, and the most successful teams in the future will likely be the ones that can integrate AI tools to boost efficiency and innovation, while using a human touch to ensure projects align with core values.

There's also the concern over "non-authorized Al use;" Creatives who are bringing Al tools into the office without disclosure or approval, raising concerns over privacy, copyright, and more. One <u>2024 report</u> published by LinkedIn and Microsoft found that 78% of workers — especially those at small and mid-size companies — are bringing their own Al tools into work, and more than half of them are reluctant to admit to using it, due to concerns that doing so might make them seem replaceable.

Employers can mitigate these risks by developing clear guidelines on how and when AI tools should be used. This not only fosters transparency but also empowers employees to leverage AI responsibly for better results.



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Building a Holistic Tech-Integrated Strategy for Everyday Tasks

Tech tools can be invaluable — but it's key that all parties feel confident using them to enhance the KPIs and goals of the department. While AI potential has only increased, <u>new data</u> from Slack's Workforce Index Study has found that there has been stagnation in AI adoption, partially due to lack of training.

Marketing departments also face the problem of too much tech, not enough talent. One 2023 study found that marketers only use <u>about one-third</u> of their stack, partially due to a <u>skills gap within their teams</u>.

To bridge this divide, organizations can continue to prioritize ongoing training and bring in outside experts to maximize the stack.

Looking forward, thoughtful tech adoption can parallel alongside robust talent development. By fostering a culture of innovation and integration, employers can transform AI and tech tools into catalysts for creativity, efficiency, and growth.

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Talent and Tech: The Path Forward in 2025

Our new report, <u>Finding the Human Edge: Where Talent Meets</u> <u>Technology</u>, explores key trends at the intersection of talent and technology. With more tech advancements on the horizon, it's clear that Al and human talent are complementary. The companies who are poised to succeed will be prepared to integrate Al efficiencies alongside human innovation.

At Creative Circle, our human recruiters identify the right candidates and teams for your marketing and creative projects. By forging transformative relationships, we ensure your pain points are solved with top-tier talent, backed by deep industry expertise. From building creative teams to evolving marketing strategies and maximizing tech stacks, we help you exceed your goals and drive meaningful results.

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