upwork

How Huntr Expands Reach With Freelance, AI-Savvy Talent

RESULTS

3x
increase in Google impressions

0 → 140,000
blog visits in just a few months

Double-digit
growth in monthly content views

"Upwork makes it easy to find the right skills, manage contracts, and pay people without the administrative headache."

-Sam Wright,
Head of Operations
and Partnerships

EMPLOYEES	CATEGORIES	INDUSTRY
<10	Sales and marketing, Admin and customer support	Technology; Information and internet

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If you've ever searched for a job, you know how stressful and frustrating it can be. Huntr is on a mission to change that. The company's AI-powered tools and resume builder make the job search process faster and more manageable by taking the grind out of writing resumes, submitting applications, and tracking their progress. They also offer full AI resume reviews that provide professional level feedback, in less than 5 minutes, without the price tag of a career coach or resume writer.

Huntr has already helped more than 400,000 people land jobs, and the team wants to help a lot more people.

The challenge: Small team, big marketing needs

With a small team and self-funded, Huntr needs to be smart about growth. "We want to get our name out there without blowing our budget," says Sam Wright, Head of Operations and Partnerships. Their strategy: Build a robust library of SEO-driven content designed to support job seekers and boost brand visibility.

As an AI-driven company, they could have dropped a few keywords into a tool like ChatGPT to churn out article after article in minutes. Although fast, that wouldn't meet their content standards.

"We're an AI company that believes humans still play a vital role," explains Sam. "Keeping humans in the loop is central to how we operate." AI can help spark ideas, overcome writer's block, or spin up a draft. However, real impact comes from thoughtful, strategic content shaped by skilled professionals.

The problem: Finding quality talent takes time. Time the team doesn't have. As Sam explains, "We're small and everyone wears multiple hats. Time spent hiring is time away from production."

So, Sam turned to Upwork.

The solution: Tap AI-savvy freelancers on Upwork

To find the right freelancer faster, Sam used Upwork's AI-powered Job Post Generator and was immediately impressed. "I just put in a few details and then it helped me create a solid job post that attracted talent from all over the world," says Sam. "After using it once, I was sold. I love that Upwork is using AI to make hiring more efficient."

That post led Sam to Ashliana Spence, a freelance marketer based in Jamaica with first-hand experience using AI tools.

Like Huntr, Ashliana sees AI as a collaborator with—not a replacement for—people. "I don't just post what AI spits out, especially when it comes to content," she says. "I always research more, check facts, and edit drafts to make sure they're useful, accurate, and sound human."

> **"I'm always thinking about how to use AI and other tech to streamline tasks for both myself and my clients."**
> - Ashliana Spence, Freelance Marketer

Ashliana does more than create content for Huntr; she also improves how it's done.

Ashliana came in with her own kit of AI tools and a constant drive to improve processes. "I'm always thinking about how to use AI and other tech to streamline tasks for both myself and my clients," Ashliana notes. In one case, she automated a keyword project that would have taken a full week to do manually.

The results: Big growth through collaboration

In addition to creating top-notch content, Ashliana's also thinking of what's best for the business. "She makes sure everything we publish meets our high standards. And she's always thinking ahead," says Sam. "One week, she told us she wrote five blog posts. We thought that was great, but then she said she's experimenting with a way to do it in half the time."

Sam continues, "Some of the best hiring advice I've ever received was: Hire someone you'd want to work for. That's exactly how we feel about Ashliana. She brings fresh ideas, improves ROI, and helps us get more value out of every campaign."

And the numbers back it up:

- 3x increase in Google impressions
- From 0 to 140,000 blog visits in just a few months
- Steady double-digit growth in monthly content views

"All humans have the capacity to innovate and improve how work gets done when they have the tools and room to explore," says Sam. "We align on the goal and we trust Ashliana to take it from there. That level of trust is incredibly valuable because it gives me space to focus on other priorities."

After their initial success with Ashliana, Huntr hired skilled freelancers to support marketing, sales, and lead generation. "Upwork makes it easy to find the right skills, manage contracts, and pay people without the administrative headache," says Sam.

For anyone new to hiring freelancers, Sam states clarity is everything. "You need to understand the problem you're solving before bringing someone in. We establish internal processes, and define the task and outcome up front. Once the project kicks off, we stay communicative while giving them space to shine."

Ashliana echoes the sentiment, noting that great results come from strong collaboration, not just checking off tasks. "In a world where AI and automation are changing everything, human connection is more important than ever."