

# Automating Bullhorn Placement Data for Executive Visibility

## The Problem

Placement data was manually being pulled from Bullhorn each morning to update executives on new hires, start dates and client activity.

### This task:

- Took 1–2 hours/day of operations time
- Was prone to errors and missed updates
- Left C-level executives in the dark on day-to-day progress

## The Solution

An automated pipeline was built that extracted, processed, and emailed key Bullhorn placement data to executives every evening - without human involvement.

### Key Components:

- Bullhorn Data Mirror (SQL) to query recent placements
- ETL script (Node.js) to display placements for the past 24 hours
  - Start date (past 24 hours)
  - Client name, sales rep/recruiter, job title, department
- Email automation using SendGrid API (formatted HTML email)
- Hosted via daily scheduled Windows task

## Email Format Delivered Daily

**Subject:** Daily Placement Activity – [Today's Date]

### Body:

- Separate tables for temporary, permanent and temp-to-perm conversions
- Columns for candidate, client, start date and commission allocations

## Results

- Saved 10 hours/week of manual reporting
- Executives gained real-time visibility without logging into Bullhorn
- Replaced static reports with actionable insights
- Ran daily without downtime or human intervention

## Why This Worked

- Reused existing Bullhorn Data Mirror — no new licensing
- No dependency on IT or plugins
- Built once, scaled instantly
- Non-technical users got value via email, not dashboards

### Want a similar automation?

 Book a free data audit [here](#).