

Anderson Journal

Video became a business star

New medium offers more than paper for a job

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As more people seek jobs in the growing and diverging Upstate economy, a pilot program in Anderson could offer a new avenue of getting an applicant's foot in the door.

WorkLink, a nonprofit economic development agency, has started a video resume program.

It allows job seekers to give their merits on-screen as opposed to a formal letter that has been the standard business query for generations.

While cinema and videos are nothing new, Holly Rollins, a spokeswoman for WorkLink, said video resumes are



CLOSED SET: A good video resume will get you a job. A bad one can make the rounds on the Internet for months.

VIDEO RESUME TIPS

- Make sure your prospective employer is open to receiving a video resume.
- Keep it within two minutes, but make sure to hook them in the first 30 seconds.
- Show enthusiasm, but when in doubt, go conservative.
- Create a script, but don't sound scripted.
- Don't brag, but talk about accomplishments.
- Don't try to shoehorn in every one of your accomplishments.

Source: Eweek

becoming popular because more and more people coming out of college are more familiar with the technology.

"When you look at the popularity of things such as YouTube, you can see that people are more comfortable with the technology," Rollins said.

The idea is the video allows a potential employer to see how a person reacts to questions and can explain their ideas, she said. It also allows people to stand out in a field of 30 or 40 resumes that are stacked on a boss's desk.

And considering potential employers don't spend a lot of time looking at resumes, a mini-disk stacked among the letters can pique curiosity.

However, just getting in front of the camera is not the solution, said Deb Sofield, who is a speech and business consultant. Video resumes need to show a potential employer that the applicant knows how to answer questions. The questions need to be relevant and really explain what a person can do.

"A video resume won't matter unless you answer the questions well," she said.

Just like a standard resume, a video needs to show the reasons why the candidate can do the job, Sofield said.

"If you don't toot your own horn," she said, "there's no music."

Sofield said video resumes don't work for every employer. Someone looking for

an assembly line job shouldn't go with a video resume, but it might help someone looking to get a job with a technology company.

The idea of video resumes is catching on nationwide. One Web site actually held a contest recently that "remade" rather lame video resumes.

Sofield also discounts the idea video resumes may set up problems with ageism, sexism or racism because a potential employer can easily see what a person looks like and make a decision based on that.

She said the resumes do the opposite by giving a person a fair shot to show their ideas.

Rollins said WorkLink officials hope the test program will go well enough that they will put video centers at South Carolina OneStop centers in various parts of the Upstate.

Participants will get hard copies of their disk as well as a Web link that they can send to employers, she said.

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