



### **VIDEO MADE THE CV STAR**

*Innovative recruitment service launches to facilitate growing trend for video CVs*

A NEW online service, [Video Recruit](#), is set to revolutionise the recruitment process by connecting jobseekers and emerging talent with employers via video and other multimedia.

Facilitating the growing trend for video CVs, Video Recruit aims to redefine the industry by enabling users to create and employers to experience a more transparent and creative application process.

The purpose built platform permits both candidates and employers to create an online profile that can be personalised with all elements of multimedia including text, imagery and video. An evolution of the traditional curriculum vitae, the service aids the UK's emerging digital workforce who are turning to the internet and social media in order to sell themselves more effectively to employers.

With an emphasis on '3D-isation', the fully-automated service allows users to upload or even record video footage through the use of webcams and pre-registration has already resulted in over 11,000 job-hunters signing-up to the service.

Pairing the best candidates with their 'dream job', the service also allows users to discover more about employers through the use of company video profiles. Complementing basic job descriptions, the company profiles are an industry first and give users the chance to actually see behind the scenes and preview the culture and environment that they have the opportunity of joining.

Enabling employers to appeal to and attract the very best talent via its company profile mechanic, Video Recruit has also developed bespoke technology that provides the opportunity for agents and businesses to syndicate their job listings via the website and to date has over XXX vacancies advertised.

A free service for both job seekers and providers, the company is on a mission to liberate the recruitment process by giving candidates and employers more freedom to promote themselves and a greater understanding to make a more informed decision.

Simon Thompson, CEO of Video Recruit, said; "The job market is extremely competitive with hundreds of thousands competing for a limited number of vacancies...many of which are undiscovered talents.

"Since its conception, the CV has remained relatively unchanged and become so standardised that it's difficult for job seekers to shine and for employers to shortlist the most talented individuals. With today's digital workforce actively seeking new ways to promote themselves such as through the video CV, the recruitment process and employers must catch-up to accommodate and support this evolution. This is the sole purpose of Video Recruit."

With the advancement of technology and open access to online tools such as YouTube, the video CV has become a popular choice for graduates who are looking to take their first steps on the career ladder. Along with hosting profiles and facilitating their personalisation, Video Recruit also advises and mentors candidates on best practice in producing an effective and professional video CV.

From its conception, the company has worked with Graeme Anthony to develop its package who is credited with producing the world's first successful video CV. Pioneering the [Curriculum Vitae Interactive Video](#) (CVIV), Anthony's approach

received worldwide acclaim and sparked the growing trend for video CVs after his creation went viral and has received over 200,000 hits to date.

Anthony comments; "Video Recruit has taken what I started to the next level. The UK is a creative powerhouse and the emerging workforce is crying out for a process and platform that allows them to express their natural talents and skills. This is the gap that Video Recruit fills.

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