

Friday Water Cooler: Recruiters, Would You Like Your Resumés Frosted?

HR Brew | Adam DeRose | September 29, 2022

The internet is debating job-search stunts after a woman sent Nike her resumé on a sheet cake.

Elle Woods's pink and scented resumé may have been the most over-the-top to have crossed Professor Callahan's desk, but she wasn't the first, or the last, to go out of her way to impress a hiring manager.

Just last week, job-seeker Karly Pavlinac Blackburn showed a cake she'd sent to a Nike company party in a now-viral LinkedIn post. On top of layers of what we're hoping were vanilla sponge and buttercream was an edible picture of her resumé.

"It is about making things happen and taking a chance outside of the box," Blackburn said in the post.

Since the stunt, Blackburn, who is looking for work in marketing or brand management, has been in talks with Nike and other companies, though she has not yet landed herself a sweet gig, according to media reports.

As candidates work to make their resumés stand out in the hopes of landing an interview and ultimately, a job, some are thinking about more than just its content—you know, like a fresh spritz of perfume that "gives it a little something extra." Whether or not they're actually impressing recruiters with their attempts seems to be up for debate.

Does it make a lick of difference? Reactions to Blackburn's post were mixed, but New Jersey-based HR pro Matthew Prail commented, "I would want to meet the candidate! It's creative and innovative—I'm definitely interested in talking to them."

"Let them all eat cake! Well done!" replied Laura A. Brown, a Connecticut recruiter.

But creativity on its own doesn't always cut it. Morgan Romero, an HR specialist at Haworth Marketing + Media, told HR Brew on LinkedIn that a candidate once sent her fortune cookies containing reasons why they were a perfect match for the job.

Unfortunately, according to Romero, the reasons didn't highlight their experience, and other candidates "with carefully executed resumés" landed interviews instead.

If these comments are any indication, the internet is still chewing on whether an edible resumé is appropriate. Our take: It probably depends on the flavor.

Hey, you. Yes, YOU, there in the back. What's the wildest resumé you've received from a candidate? Has a gimmicky resumé ever won you over?