

## **Job Hunting 101- Trying to Impress an Employer? Craft a Stand-Out Video Resume!**

“In today's competitive job market, a traditional resume might not always be enough.

Video resumes are a creative and impactful way to grab an employer's attention and leave a lasting impression.

Video resumes add a personal touch and allow you to showcase your communication skills and personality in a way a static document cannot.

Keep them concise and professional and highlight the key strengths and accomplishments that are relevant to the role you have applied for.

If you are going to use a video resume, however, the content, look and sound **MUST** be top notch. And the video must describe the best of what you have to offer. Here's your guide to making a winning video resume:

Planning is Key:

- **Target Your Audience:** Don't create a generic video. Tailor it to the specific job you're applying for. Research the company culture and highlight skills relevant to the position.
- **Script it Out:** Winging it can be risky. Write a clear and concise script that introduces you, explains why you are sending the video, showcases your skills and experience, and expresses your enthusiasm for the opportunity.
- **Keep it Short and Sweet:** Aim for a video between one to two minutes. Recruiters are busy, so respect their time with a focused presentation.

Lights, Camera, Action!:

- **Production Quality Matters:** Invest in good lighting and sound. Film in a quiet, clutter-free space. A simple smartphone with a tripod can work well, but make sure you are producing good video and audio quality. Don't be afraid to tinker with your "set" until it shows you went the extra mile to produce something attractive, interesting, and enlightening.
- **Dress for Success:** Maintain a professional appearance. Dress appropriately for the job you're targeting, just as you would for an in-person interview.
- **Be Yourself, But Confident:** Project confidence and enthusiasm. Have a pleasant expression, make eye contact with the camera (as if you're talking directly to the interviewer), and speak clearly and concisely. Some people have issues speaking directly to a camera when no one is there to see them. Keep practicing, recording and viewing until your delivery is spot on. And don't forget to smile!

#### Content is King:

- **Hook 'Em Early:** Grab the viewer's attention in the first few seconds. A creative intro or a strong opening statement can make a big difference and set the table.
- **Focus on Value:** Don't just list your skills. Demonstrate their impact through real-world examples and quantifiable achievements. Use the often talked about in this column STAR method (Situation, Task, Action, Result) to structure your stories for maximum impact.
- **Call to Action:** End with a clear call to action. Encourage the viewer to visit your website, portfolio, or social media profiles for more information. You should also suggest they contact you directly to discuss the opportunity further.

## Quality Assurance:

- **Get Feedback:** Ask friends, family, recruiters or career experts to review your video and provide constructive criticism before sending it out.
- **Optimize for Online Platforms:** When uploading your video resume, consider including relevant keywords in the title and description to improve searchability.

A video resume is a powerful tool to showcase your personality and skills alongside your traditional application. By planning, focusing on quality, and delivering a compelling message, you can create a video resume that separates you from other candidates and lands you that dream interview.”

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