

NewsRelease

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VIDEO RESUMES A LONG WAY FROM COMMONPLACE Most Job Seekers Stick To Conventional Resumes, Reports MRINetwork

Philadelphia -- Despite the prominence of the Internet in job searching today, most people do not use videos to enhance their presence in this very visual medium, according to a survey conducted by **MRINetwork**, one of the world's largest search and recruitment organizations.

Survey results of more than 500 potential candidates reveal that only 4 percent have used a video resume in a job search. "It's too soon to say whether video resumes will take off," says Michael Jalbert, president of **MRINetwork**. "Right now we estimate there are probably less than 200 of them posted on various sites, but there are companies that are trying to develop business around this concept."

"Video resumes have been around for years," notes Jalbert. "The growth of broadband connections and the existence of easy-to-use video-making applications will most likely spur usage as more candidates hoping to stand out from the competition post video resumes online to boost their chances of being noticed and hired," he says.

Jalbert cautions that employers have to be careful when considering video resumes. "Videos can reveal information – age, disabilities, race, religion – that should not be factors in the decision about who gets the job," he says. "Employers viewing the resumes must learn to ignore appearances and focus strictly on qualifications."

As the current crop of college students enters the job market, Jalbert anticipates that video resumes will grow in popularity. "The younger generation has grown up with YouTube and MySpace as part of their lives," he observes, "and they are more likely to embrace the idea in larger numbers. They are already being approached while still on campus by new businesses trying to convince them that video resumes are the next big thing."

If you are planning to use a video resume, Jalbert offers a few tips:

- Use an appropriate introduction and closing for the recording. Your introduction should be brief, explaining who you are and the purpose and format for the video. Your closing should provide a very specific next step for the employer to follow in making direct contact with you.
- Ask a capable friend, relative or colleague to review and critique your video resume.
- If you are distributing your resume via CD or DVD, have copies made for you professionally to avoid the "did-it-in-my-basement" look.
- Label each recording with a printed label, including your name and contact information.
- Include your written resume folded and attached to the recording.

"I don't think a video resume will ever be a substitute for a well structured face-to-face interview," concludes Jalbert. "You will still have to interview live, in person, for the company and be prepared for the tough behavioral-based questions that you are most likely to be asked."

About MRINetwork:

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