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Your Curriculum Video

Getting your face in front of potential employers is now much easier, reports CAROLINE BELLINGER

Sometimes, no matter how well an applicant presents on paper, the real thing may not measure up.

It's a problem many employers face when hiring staff and can often result in wasted time and effort as they conduct interviews to sort the best from the rest.

Likewise, an applicant might not have an extensive job history but has excellent communication and personal skills ideal for certain industries, such as sales and marketing.

For such reasons Maarten Roosenburg, Drake Express national manager, developed Interactive Resume — an online CV based around audio, visual and written components.

The idea came to Roosenburg, 26, and his friend Jamie Levy soon after they had finished university.

"It was something which came out of my own frustrations of having completed a degree and then not really marching into the job that I wanted," says Roosenburg.

"I simply wasn't getting the interviews and that's how it all started. Considering I had a bit of an IT background, I knew there was technology out there that could help me."

In the space of about eight months, the pair had built and developed the program before selling the idea to recruitment agency Drake International.

Originally aimed at university graduates, Interactive Resume was a first for Australia when it was launched three years ago.

Now thousands of job seekers have found work through the technology.

Last year, Roosenburg developed Drake Express, an online job noticeboard where employers can review the Interactive Resumes of pre-screened candidates. It is similar to a normal job noticeboard except in this case, the client can see and hear their prospective employees.

Interactive Resume is now offered free to every person accepted into Drake's recruitment service.

Job seekers begin the process by uploading their text-based resume into a template. They then record their answers to a set of standard, first-round interview questions in one of nine studios around the country, including one in Sydney.

Candidates get a copy of the questions before they go into the studio and their answers are prompted by an interviewer to promote a more natural response.

The candidates are then given a link to their personalised site which includes the video, a text copy of



Interview: Drake Express national manager Maarten Roosenburg shows how easy it is for job seekers to produce an Interactive Resume. Photo: JONNA HAMILTON

results of a psychometric test. Drake uploads the link to Drake Express as well as sending it to potential employers who, with a simple click of the mouse, are presented with the candidate.

Roosenburg believes that once employers have viewed the videos they can easily compile a list for the first round of interviews.

"So while it's very much a promotional tool for candidates, it's also a short-listing tool for clients," Roosenburg says.

"From a candidate's point of view,

It is also helpful for bulk and international recruitment and is being used in the UK, North America, New Zealand and China.

Job seekers not accepted by Drake can still purchase the Interactive Resume package for \$169.95.

The idea of interactive resumes is also being pursued by Sydney-based company Etc Media, which creates and hosts Video CV (VCV) through its recruitment website.

"I decided to research the technology after seeing hundreds of quality

it's the chance to get a foot in the door where you can present yourself in a way you just can't on a piece of paper. There are also possibly people who say it disadvantages them because they may not present well, but at the end of the day we're not really showing the employer anything they're not going to see in an interview."

Roosenburg says Interactive Resume has been popular in the sales, marketing and customer service industry where presentation and communication skills are highly valued.

because of the one-dimensional nature of the traditional text CV," says Etc Media managing director Phil Dye and a former principal of a private marketing college.

"What I suggest is that the job seeker e-mails the link to our site to their potential employer in an e-mail about a week after they've sent their conventional CV, saying something like 'please click on the link below to get a little more information on me'."

For more information, visit the sites www.drakeexpress.com.au or