

## **CareerBuilder Launching Video Resumes for Job Seekers and Branding Videos for Employers**

PRNewswire  
CHICAGO

CareerBuilder.com announced plans to be the first major online job site to launch a new video resume service, enabling job seekers to enhance their online applications with videos highlighting their qualifications, accomplishments and other key information. Set to launch in the second quarter of this year, the video resume offering follows last year's launch of CareerBuilder.com's Video BrandBuilder, a unique service that enables employers to post videos of their workplace, employee experience and job opportunities to attract targeted candidates.

In a November-December 2006 CareerBuilder.com survey, conducted by Harris Interactive, 60 percent of over 2,200 hiring managers and human resource professionals expressed some interest in viewing video resumes of potential candidates. Nearly half (49 percent) of over 6,000 workers expressed some willingness to post a video resume of themselves to capture the attention of prospective employers.

"The interest in video resumes continues to rise with the pervasive use of broadband Internet and video technologies," said Liz Harvey, director of Consumer Products for CareerBuilder.com. "With our new video resume service, job seekers can bring more dimension and personality to their paper resume, and make a memorable impression on employers. Employers, in turn, can save time and money by learning more about a candidate before an in-person interview."

CareerBuilder.com implemented a video resume function earlier this year in conjunction with a nationwide, online dream job contest it hosted with Disney Parks. Contestants applied to win an honorary Disney Dream Job at Disneyland for a day through video submissions. That concept will now be applied to a larger job seeker audience on CareerBuilder.com.

CareerBuilder.com first implemented video functionality on the employer side of its business in September 2006. Employers can purchase 60-second or 90-second videos featuring footage of their work environment, products, benefits, mission, community involvement and more to attract qualified applicants. Depending on the package selected, CareerBuilder.com supplies script creation, a videographer shoot of multiple locations, full editing with transitional effects, animation, professional voice-over and music background.

"The shortage of qualified workers in the U.S. is fueling the emergence of more competitive recruitment strategies," said Jason Lovelace, vice president of Corporate Marketing at CareerBuilder.com. "CareerBuilder.com's Video BrandBuilder provides a richer experience for employers who want to effectively brand themselves to candidates, break through the clutter and capture applicants before the competition. This not only helps to expedite the recruitment process, it also helps to draw applicants who are the right match for your organization. At the same time, it also benefits job seekers who can gain insights on potential employers and make more informed decisions on applying for a job within that organization."

Video BrandBuilder packages include end-to-end video creation; conversion and streaming of all videos to CareerBuilder.com's patent-pending

One-Click(TM) format; full streaming from CareerBuilder.com's dedicated video services for 12 months; and a DVD copy in broadcast quality.

About CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 21 million unique visitors and over 1.5 million jobs. Owned by Gannett Co., Inc., Tribune Company, and The McClatchy Company, the company offers a vast online and print network to help job seekers connect with employers. CareerBuilder.com powers the career centers for more than 1,000 partners that reach national, local, industry and niche audiences. These include more than 150 newspapers and leading portals such as America Online and MSN. More than 250,000 employers take advantage of CareerBuilder.com's easy job postings, 20 million-plus resumes, Diversity Channel and more. Millions of job seekers visit the site every month to search for opportunities by industry, location, company and job type, sign up for automatic email job alerts, and get advice on job hunting and career management. For more information about CareerBuilder.com products and services, visit <http://www.careerbuilder.com/>.

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