

Resume creation enters digital age with WorkLink

By Lisa DeMaria/Special to the Independent-Mail
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Photo by Nathan Gray

Quarazz Moss, 19, of Anderson, a participant in the Gateway to College program, works with speech coach Deb Sofield before recording his video resume at Aardvark Interactive Studios in Greenville.



Photo by Nathan Gray

Allison Gillespie, 18, of Easley, a participant in the Gateway to College program, sits in front of a video camera while recording her video resume at Aardvark Interactive Studios in Greenville.

ANDERSON — Job seekers from Oconee, Anderson and Pickens counties were given the chance last week to learn about and create video resumes with the help of WorkLink.

The concept of video resumes is relatively new, and Thursday was the first time WorkLink offered such a workshop.

"This is a brand-new trend. I don't believe anyone around the state is

doing this," said Juan Luvene, the regional youth services coordinator for WorkLink.

The seminar was attended by five job seekers who are affiliated with WorkLink, Palmetto Youth Connections and Gateway to College from Tri-County Technical College. Before taping their resumes, the five spent an hour being coached by executive speech coach Deb Sofield. Ms. Sofield covered topics including video etiquette, diction and attire.

The participants then had the opportunity to film their two-minute video resume.

Kelly McCollum, a work force specialist for Palmetto Youth Connections, said she believes video resumes are the future of job applications in an increasingly paperless generation.

"I think it's going to be cutting edge," said Ms. McCollum.

Ms. McCollum offered Jessica Bridges, 18, the chance to attend the workshop. Ms. Bridges said she went hoping the experience would help her in future job searches.

Looking for a job?

Through the "Jobs" link on the Anderson Independent-Mail Web site, www.IndependentMail.com, those seeking employment can connect with job listings, resume writing assistance and other employment-related services.

The Web site allows job seekers, for example, to post a resume, find out about average salaries for different jobs as well as link to advice about job interviews.

"Not many people can say that they've done this," she said. "I'll have the experience of doing one, and then when I get my job, I'll know how to do it and where to go."

Elaine Austin began attending school at Greenville Technical College after being laid off from her job two years ago. She said she is hoping the experience making a video resume will be an advantage for her when breaking in to her new career in computer information management.

"I'm hoping it will put me in a better place to seek employment once I graduate," Ms. Austin said.

WorkLink's marketing company, which is 10-x Group, and Aardvark Interactive Studios will produce the videos. Holly Rollins, president of 10-X Group, said the videos will be in production for about one week. When that work is finished, each job seeker will receive five DVD copies of his or her resume.

Ms. Rollins said the videos also will appear on the WorkLink Web site. She said Thursday's workshop will be used as a template for future WorkLink efforts. WorkLink's one-stop job seeker centers may be equipped in the future with video cameras to bring the service to all of WorkLink's clients, Ms. Rollins said.

WorkLink is a government-funded organization established through the 1998 Workforce Investment Act. Its primary goal is to connect job seekers and employers in Anderson, Oconee, and Pickens counties.