



TenStep Supplemental Paper

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Cyber Recruiting

In the world of cyber recruiting, thousands of applicants for a relatively small number of jobs have used web-based resumes as a self-promotion strategy. Web-based resumes, or eResumes, can help organizations choose the right kind of information about candidates.

Traditional resume-making guidelines no longer apply to an eResume. Candidates can use multiple fonts, add color, highlight their skills, and they can even make a completely interactive resume with sound bytes, hyperlinks, and graphics. The more engaging a candidate's eResume, the more likely that potential employers will remember the candidate and call him or her for an interview.

The eResume is a type of self-promotion. It helps exhibit the candidate's designing skills and his or her individual style. Hyperlinks and animated graphics enable recruiters to move beyond words on a page and catch a glimpse of the candidate's personality, which helps him/her stand out in a competitive job market.

However, the golden rule of resume building still applies - keep it simple. Filling the opening page with flashy graphics might be tempting, but it can test the patience of some potential employers who do not want to wait an extra five seconds for the animated icons to download. Navigability is also crucial. As with a paper-based resume, put the best of what you've got up front and make it easy to move from one section to another.

A well-designed eResume acts like a portfolio, resume and business card all rolled into one.