



HOW TO MAKE A VIDEO CV

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The job market has changed considerably since the beginning of the pandemic. Competition is tougher with fewer jobs on the market and more candidates to choose from. Technology has revolutionised every industry, and recruitment is no different.

If you've been asked to make a video CV, or if you want to make one to get an edge on the competition, then this helpguide is for you. We're going to look at video CVs in detail. What are they? Why should you make one? And how?

A video CV is a tool that you can use to help you get your dream job. It's more than just transforming your paper CV into a video format. It will enable you to showcase your personality, create a great first impression, emphasise your talents and skills and give you the opportunity to illustrate why you are the best fit for the role.

A video CV should show off your undefinable qualities and make an impression. It should convey the strengths you can't put on a CV, qualities such as warmth, clear communication, charisma, humour, and your off-the-cuff chatter.

If you're a little uncomfortable in front of a camera, no problem! Not all video resumes need to show a candidate talking directly to a camera. Other styles include:

- Animation
- Stop-Motion
- Whiteboard Video

60% of hiring managers and recruiters are already using video CVs to recruit!

How To Make a Video Resume: 6 Top Tips

1. Write a Script

First things first: Do not wing it. To ensure your video includes everything that you need to cover, write a script. This will give you time to perfect what you want to say and phrase everything in the best way.

If you're going to be on camera then it's also best to memorise the script. You don't want to be reading from it while filming as this could come across as unprofessional and detract from how you want to portray yourself to potential employers.

2. Make it Relevant

Just like a paper resume, your video resume should be specific to the role you are applying for. A generic video is unlikely to impress potential employers, but personalisation will show them how much the role means to you and will make for a more memorable application!

3. Keep it Short

Recruiters are busy people. They have a lot of applications to get through and they want to be able to do it as quick as possible. If you send in a feature-length biopic about your life so far, it's safe to say that they aren't going to watch it in its entirety.

According to a study by Wistia, the ideal video length for maximum viewer engagement is 1-2 minutes, with 90 seconds being the sweet spot.

4. Get Creative

Unfortunately, a video alone is not going to make you stand out. Tons of people are making video CVs now, so you need to make yours worth watching. Think outside the box and get creative when it comes to filming your video.

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5. Make it Professional

This might seem like stating the obvious, but your video should be of a professional quality. Thankfully, most smartphones these days are capable of filming in HD. It's fine to shoot it (or animate it) yourself, but make sure that the lighting, framing and editing are akin to that of a video made by a professional. Also, make sure that your voice can be heard clearly—whether you're speaking directly to the camera or recording a voiceover.

6. Collect Feedback

Before sending your video resume out to employers, ask your family and friends to critique it. It's always better to get feedback from others because they may spot a mistake that you missed, or they might even suggest a fantastic idea that didn't occur to you.

To get an idea of what the competition is already doing, take a look at a few of these innovative and creative examples of video CVs.

It's also important to consider if a video CV will help or hinder your chances of being hired by deep diving into the culture of the industry or company you're trying to break into.

What are the cultural expectations? What is the average hiring manager like? Are they more traditional or do they embrace difference?

If you're trying to get into the creative field, go for it. Don't hesitate. Tech is also an area where a video resume would be a safe bet.

For more traditional industries (such as teaching, finance, and nursing) think about what angle your video CV could take that would give you an edge over the competition. It could be as simple as introducing yourself and saying hello or demonstrating your skills.

Video CVs are a effective tool if done well. Companies talk big game about merit-based employment, but when you're faced with a pile of applications that list equal achievements, awards, and all brag about conversational French, who has the edge? The culture match does. The person who will get the job done and elevate the office culture. We don't often let our personalities shine on our resumes but remember, there's a person, not a robot, on the other side.

As simple as it sounds, that person will connect with you more by seeing your face and hearing your voice than reading your two-page, Arial, size 12 font description of your career. There's a lot of unspoken cues you can take from the way a person speaks, moves, dresses, and the words they use that can indicate if they'd be a good culture fit.

Now you've seen what the competition are doing, and you have an idea of where to start and what to add, go out and break a leg. For templates to help get you started take a look at Bitable's rejection-proof video CVs to knock interviews out of the park before you even walk in the door.