

Toy or Tool? Digital Resumes

How does a flashy digital resume really distinguish job candidates?

By: *Nancy A. Shenker*

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What is it? Many of us grew up with “conventional” resumes or CVs - a one- or two-page summary of accomplishments, experience, and interests. When we moved from typewriters to desktops, the resume “template” was introduced in most word processing programs. Then, LinkedIn added a new twist to the job search process, as recruiters and hiring managers were able to target specific candidates and job hunters could create a resume with the click - or several clicks - of a keyboard. See <http://resume.linkedinlabs.com/>.

And now, resumes are morphing into new forms of “profiles,” as candidates are building websites that showcase their accomplishments and fantastic new apps are giving even the most graphically-challenged job-hunters a way to turn their personal profiles into dynamic, colorful, and easy-to-scan digital masterpieces. [Mashable](#) has a list of just some of the cool tools.

What's the value? If you're looking to hire someone who is creative, digitally savvy, and clever, you may discover your next great hire on LinkedIn, Slideshare, Facebook a custom website, or even Twitter. Graphic resumes are easy to review and add a new dimension to candidates' backgrounds. Additionally, digital resumes can be picked up by search engines and even go viral, as evidenced by the popularity of Kick Jannic. Check out his job-hunting site [here](#). Just seeing how many views it got tells the story!

What's the downside? If you are hiring someone for a traditional role and don't need any level of branding know-how or digital savvy, an online resume may appear to be more of a gimmick than a useful tool. In fact, it be a turnoff for some more traditional hiring managers who are used to seeing a piece of paper. Matt Schwartz, CEO of MJS Executive Search (who fills major digital strategy positions at global brand companies) says, “Unfortunately, online resumes are still not in the mainstream. And I am even hesitant to click on links because of viruses. Until one of our clients uses digital resumes as its primary format, we're not likely to use them.”

The bottom line: At this point, digital resumes are probably more of a “toy” than a tool. However, experimenting with the technology now may be valuable for the future - when digital natives are in hiring roles and may look at the piece of paper as “yesterday's news.”

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