



## **Shift in Recruiting Practices: New Strategies for Job Seekers Include Video Resumes and Portfolios to Build Online Presence**

*Video resumes and online portfolios are the latest technique for professionals who want to take advantage of new opportunities and stay on top of emerging trends in recruiting.*

San Jose, CA, February 11, 2008 --(PR.com)-- In response to emerging trends in recruiting, FiredUP Careers has announced a new suite of products geared at helping both passive and active job seekers expand their careers through increased online visibility.

"Rather than cruise the traditional resume posting sites, recruiters are using sophisticated web searches to find potential candidates," says Chris Fogarty of FiredUP Careers. "They're finding these candidates on professional networking sites, conference attendee lists, blogs and in articles."

"The traditional recruiting process is broken," says Robin Ogden, Partner in FiredUP Careers. "The two page resume is woefully inadequate considering the availability of online information about professionals in their field. Professionals need to take control over and build their own positive online visibility to maximize opportunities." FiredUP Careers is now addressing this need with their new offerings, which include video resume products and coaching, online portfolio services, as well as 'how-to' ebooks to promote best practice guidelines.

Ogden and Fogarty believe that the power behind the video resume is its use as an introduction to complement the traditional written resume. "It should not replace the paper resume nor be used as a standalone tool," says Fogarty. "Recruiters are telling us they would not watch a video resume as a primary source of information on a candidate, but would do so to add value and efficiency to their existing process." Ogden goes on to say that "leading edge recruiters who stay on top of growing trends will be the early adopters of this new resource."

"Based on the increase of hires going into 2008, it is important to stay competitive with our sourcing methods. Introducing video products is exciting and I believe we are ready for it," says Kimberly Doss, Managing Partner of Key Placements; a company whose focus is direct hire placements of technical professionals in the San Francisco Bay Area. "As the recruiting market continues to grow, staffing firms need to step up and accept new technology that clearly adds value to their model."

FiredUP Careers new suite of products provides job seekers, both active and passive, with the tools to build a powerful online presence, increasing their visibility to new opportunities on a continual basis.

About FiredUP Careers

FiredUP Careers is a career counseling company for working professionals who seek greater fulfillment from their work. Based upon the belief that "life's too short" to be stuck in the wrong job, they help people understand who they are, what they want from their work, and how to balance work with the rest of their lives. Their products and services help you recognize your deepest and most pervasive career



dreams and position yourself to move into a career in which you actually Dig What You Do. Visit them at <http://www.firedupcareers.com>

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