

As credit crunch squeezes jobs market, iProfile offers help to make CVs stand out from the crowd

Submitted by: Brands2Life

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London – 17 September 2008 - As the credit crunch bites, the latest employment figures (<http://www.statistics.gov.uk/cci/nugget.asp?id=12>) from the Office for National Statistics out today show the UK unemployment rate has increased, and the number of job vacancies has fallen. iProfile.org, which hosts online CVs for more than 2.5 million people in the UK, has also seen a record increase in the number of people creating online CVs on its site: in July, the number was up by 21% on the same period last year.

In response to the tougher labour market conditions, iProfile.org today launched a series of resources to help people looking for work, including those affected by the recent collapse of Lehman Brothers.

The free resources, available at iProfile's new career advice (<http://www.iprofile.org/Career-Advice/JobSeekers/CV-Writing.aspxweb>) site (www.iprofile.org/Career-Advice) include top tips on CV writing (<http://www.iprofile.org/Career-Advice/JobSeekers/CV-Writing.aspx>), developing a covering letter (<http://www.iprofile.org/Career-Advice/JobSeekers/writing-a-good-covering-letter.aspx>), how to handle interviews (<http://www.iprofile.org/Career-Advice/JobSeekers/interviews.aspx>) as well access to a report (<http://www.iprofile.org/Career-Advice/Achievement-Amnesia/default.aspx>) exploring the differences between what employers look for in a CV with what candidates think they want.

Karl Gregory, Marketing Director at iProfile.org, said: "For many years, candidates have been in a strong position and have moved jobs relatively easily. But as the economic slowdown continues, the tables are turning. Increasingly, companies are reducing staff intake or freezing recruitment programmes and even beginning redundancy initiatives. This doesn't necessarily mean it's all doom and gloom – there will always be demand for strong candidates – but it does mean that those people who fear they are at risk should seriously think about updating their CV and ensuring that it really makes them stand out from the crowd. Our free online resources will help candidates do this."

For those unfamiliar with an online CV (<http://www.iprofile.org/Career-Advice/JobSeekers/Job-Searching.aspx>), iprofile.org provides all the resources needed to build one - 2.5m individuals hold an iProfile in the UK today and it is increasingly the CV format that recruitment consultancies prefer candidates to use.

Gregory continues: "An online CV can help ensure your information is presented in a format preferred by recruiters and the better ones allow you to track whom you have shared your career details with, whether they have looked at it and get feedback directly from them. People wanting to maximise their chances of being matched to their perfect role should look to set up an online CV as part of their jobseeking activity."

Notes:

Karl Gregory is available for media comment on CV / job hunting challenges related to the credit crunch

or recent high profile job losses – see contacts below.

About iProfile (www.iprofile.org)

iProfile is the dynamic profile for professionals that is rapidly replacing the traditional CV by increasing the chances of a candidate being selected for interview. It is the preferred CV template (<http://www.iprofile.org/Career-Advice/JobSeekers/CV-Templates.aspx>) for many recruitment agencies, and is easy to set up and update. More secure than Word CV, you can control who sees your iProfile, and update as many or as few recruitment agencies, giving you complete control over the job-seeking process. It is also capable of providing you with feedback from recruiters and hiring managers, and ensuring that you are made aware of relevant job opportunities. Any updates made to an iProfile are instantly transmitted to the databases of all the iProfile-compatible recruitment companies ensuring they never hold an out-of-date copy. Over two million jobseekers already own an iProfile and this number is rising rapidly.

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