

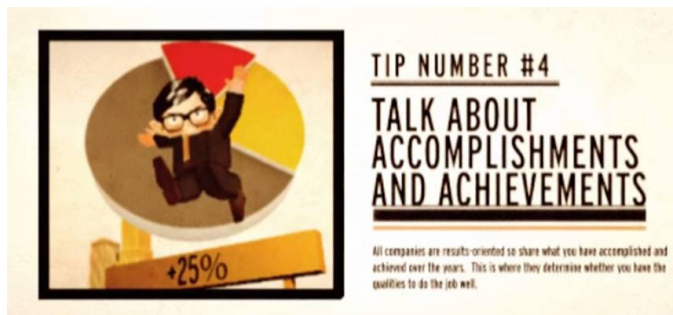
IMMEDIATE RELEASE

ONLY 2 OUT OF 10 RESUMES FIT THE BILL

Recruitment Agency Launches Short Videos to Help Job Seekers with Resume-writing

Singapore, 26 August 2010 – Out of thousands of resumes The GMP Group receives in a month, only 20 percent of them are considered good resumes. “A good resume is one that is clear, relevant and concise,” said Josh Goh, assistant director for corporate services of The GMP Group. “Unfortunately, most job seekers are just churning out run-of-the-mill resumes and many failed to impress recruiters and HR practitioners. Job seekers must understand that a well written resume is a door opener to a job interview.”

A standard resume may contain extensive information, but are not as effective as they are often weighed down by lengthy descriptions of job roles and tasks. Resumes that highlight candidates’ achievements and backed with numbers and figures, include relevant key words and are concise often capture the attention of human resource professionals as employers are increasingly more concerned with key performance indicators (KPIs) and accomplishments.



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To help job seekers capture the attention of potential employers with their resumes, The GMP Group, a leading staffing and HR consultancy firm, will release six short animated videos over the next one month. These videos are an online guide to resume-writing skills targeted at the average job seeker, which includes working adults and students awaiting graduation.

GMP’s six-part videos, “GMP’s Secrets to Success” hope to address the issue with resume writing as well as other crucial job search concerns. Each video is about three minutes long and contains bite-sized tips for job seekers looking to enhance their cover letters and resumes, or those who are always at loss of what to wear to a job interview. The videos also give pointers on the dos and don’ts and common interview questions hiring managers usually ask. The Secrets To Success titles include Writing the perfect cover letter, Making your CV an effective CV, Prepping for the interview, Suiting up for the interview, Dressing right for the interview, and What to do during the interview.

“We are aware that many job seekers face difficulties in resume writing and job interviews,” said Mr. Goh. “We decided to take a different, more creative approach and offer quick and effective tips packaged in six short video clips with lively animation. This light-hearted approach makes job advice easily digestible for working adults as well as students and undergraduates pondering new jobs and careers.”

The videos will be uploaded on GMP website, Youtube and Facebook progressively, and will be shared with tertiary institutions and other education establishments and other job help centres.



“From our experience, we find that many job seekers are still unsure of what to do, say and wear to a job interview,” Mr Goh added. “We want to help our job candidates increase their chances of landing a job that meets their skills.”

To view the Secrets To Success videos, please click the following url:
http://www.gmprecruit.com/resource_hub/success_vid1.aspx

About The GMP Group

Founded in 1991, The GMP Group is one of Asia’s leading staffing and human resource consultancies. Since its inception, the group has progressed to become a regional human capital solutions provider across all industries. With six specialist divisions dedicated to providing industry-specific HR solutions, GMP prides itself as a truly ‘one-stop’ solution. Today, GMP is headquartered in Singapore with offices in Hong Kong, Malaysia, Shanghai and Thailand. The group’s extensive network and comprehensive services once again reaffirm GMP’s role as one of the most dynamic staffing professionals in the region. For more information, please visit www.gmprecruit.com

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