

FOR IMMEDIATE RELEASE – September 14, 2011

Re.vu Supports Jobseekers By Reinventing The Online Resume

FRESNO, CA – With millions of Americans unemployed and fierce competition for available jobs, the current job market presents more challenges than ever before — for jobseekers, recruiters, and employers. Re.vu, a newly launched web startup, offers a solution. With customized, interactive, visual resumes and integrated social media promotion tools, re.vu provides a way for individuals to quantify and display their experience, skills, and knowledge.

The idea for re.vu (pronounced “review”) was born when entrepreneur Mike Harding enlisted the help of fellow entrepreneur and digital artist Steve Years to create a professional “infographic resume.”

“We realized this type of visual resume was a great way for someone to share their story and provide personal insights, in addition to the more traditional aspects of a resume, like skills and experience,” Harding said. “We felt that a lot of people could benefit from such a tool.”

The pair called on web developer Bart Clarkson to help bring their vision to life.

In order to create the most effective tool for both jobseekers and employers, the founders conducted a survey of more than 30 recruiters and human resources professionals to identify the major challenges faced in recruiting.

“We discovered that recruiters wanted to be able to differentiate candidates in ways that aren’t possible with traditional resumes,” said Harding, “so we included plenty of opportunities for re.vu users to highlight their individuality. We also surveyed people who have used slideshows, videos, and other non-traditional resumes, to learn what was most effective for them and what combinations would work best for re.vu.”

After months of development and beta testing to ensure the best user experience, the first public version of re.vu launched in September.

Re.vu is free and easy to set up. New users can instantly import their employment history from LinkedIn with a single click, or they can enter it manually. In addition to an employment timeline, re.vu profiles can display more than a dozen infographic widgets, offering information on everything from the evolution of a user’s skills to their favorite pastimes. Portfolio uploads allow users to include their best work—images, documents, or videos—as part of their re.vu profiles. Professionally designed themes and customization options provide even more ways for users to differentiate themselves.

“The real power of re.vu is its interactivity,” Harding said. “A beautiful visual resume isn’t very useful unless it’s seen by the right people.”

Re.vu incorporates promotional tools and social network integration, so it's easy to share profiles with the right people.

"We think re.vu is a great tool for anyone who wants to differentiate themselves from the crowd," Harding said. "Even for self-employed people, or those who aren't actively searching for work, re.vu is a fantastic opportunity to establish a personal brand and demonstrate your capabilities."

The re.vu team is already developing features for future versions of re.vu, including greater interactivity between users, advanced analytics, and features for recruiters.

For more information, contact [contact info].

###