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VIDEO INTRODUCTION WEBSITE LAUNCHED

Hazooka connects employers and job seekers via video introductions

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A job search site that helps job seekers connect with potential employers with customized video was launched today. The site, hazooka.com, allows job seekers to differentiate themselves by dispensing with the standard template resume in favor of more flexible multimedia tools.

“Unemployment is at all time highs, making it even more important for job seekers to set themselves apart in meaningful ways,” said Paul Reed, president of Hazooka. “Video is simply the next step to connect candidates with employers, and Hazooka is the only career site that provides for those higher-level connections.”

While the Internet is the primary source of job postings for more than 70 percent of job seekers, the application process has changed little in the past decade and has become ineffective. Candidates are required to fill out an application and submit a text cover letter and resume, which is inherently limiting.

Hazooka job seekers submit one general video introduction, which employers can access by a search based on a variety of general qualifications criteria, or by direct reference from the candidate. Job seekers can also create customized video introductions for specific positions, then provide video access to the desired employer.

Employers that use Hazooka more efficiently focus their employee search using video to gauge a potential employee’s personality and fit within the company culture.

About Hazooka

Hazooka, the video introduction tool for job seekers, provides an online venue for employers and job seekers to make a personal connection. With users in key markets throughout North America, Hazooka helps job candidates to differentiate themselves in a meaningful way, by using personal video introductions. Video introductions on Hazooka give employers a more effective way to find the right employee. To learn more about Hazooka, visit www.hazooka.com.