Name: David Langford

Descriptor: David, and other head-hunters/hiring coordinators alike, are looking at these websites from strictly hiring point of view. Unlike your colleagues, and friends & family, these recruiters will be judging and be as supportive as your friends and family will be. Their opinion should be the opinion and audience you should be appealing to the most with this website.

Quote: You all talk? Or can you walk the walk?

Who is it? David is a man in his early thirties, working out of an ad firm in Chicago. He is the head of the copy dept. He and other dept. heads are shown the resumes, as they will be the ones knowing what each dept. needs. He is a real team player, just like the rest of his co-workers, they want that kind of person to join their team.

What Goals?

Their motivation is to find someone who will fit the needs of their team/company. Finding someone who cannot only benefit themselves from this job/gig, but someone who can help the business as a whole.

What attitudes?

The point of view is coming from a person who is looking to make an investment in someone, trust him or her with helping their company. They expect to see a professional portfolio if they are told to go to this site. Like I said, this person is looking for a candidate that will help them improve an aspect of their business they want to improve.

Behavior:

David is sat down in front of a screen and told to look at multiple people’s websites and portfolio’s and determine who should be brought in an interview with the company. As he goes through portfolios, he sees people mention various experience and refer to projects, but he cannot physically see or watch what that person had done, that sets back those candidates a notch. What he does like, is variety in sites. Seeing new creativity when it comes to the Resume portion. He likes new fresh ideas in people’s sites. He also likes to see as much work as possible and people who include social media handles so he doesn’t have to go look for them after the interview is done. He would much rather go with a gut feeling on choosing an employee based on his website rather than academics. He thinks that experience trumps school-work grades.

\*\*\*Sorry that I didn’t get it on the poster, no matter how I viewed the pdf, it would not let me make changes to it.