I got an extension on one of my projects and I didn't feel like writing about renaissance art. Here's what I learned:

**Nick Belling Video Resume/CV (**https://www.youtube.com/watch?v=a2L9DGEUtNg**)**

**+** Dude's got a positive cadence that matches the peppy music, seems like a pleasant person to work with.

**+** Background music isn't intrusive at all.

**+** He knows a lot of languages, and he's done a lot of impressive web stuff. I think the main thing carrying this video is that it allows him to show the visual things he's done, and his knack for programming good applications. Programming is something you need to see or read, not gloss over on a resume.

**+** I like the gaussian blur.

**+** Audio's pretty good. Ambient fuzz isn't noticeable.

**+** Good credits. He's got an online portfolio and he attributes where he got his music. Ethical.

**-** Sound effects are very generic and recognizable, very likely taken from a common royalty-free library.

**-** Artificial lighting's not that great (no key light, no backlight, makes him look like Buffalo Bill), location is kind of depressing. Bad camera angle. There's a lot of negative space to his left that's in focus. Lighting from the bottom up makes his eyes look hella shadowed.

**-** Editing's kind of rushed. Around 1:00 the clip drops out between cuts, lots of drop-shadow (too easy to do), timing is a bit odd sometimes. Would be a lot better if he took a little longer on this.

**-** Jump cuts got that 2006 YouTube aesthetic. Jarring. Don't jump cut.

**Video Resume: Google Please Hire Me (**https://www.youtube.com/watch?v=HRHFEDyHIsc**)**

**+** Suit is fitted.

**+** Camera is focused.

**+** Acting isn't over-rehearsed, doesn't seem artificial.

**+** Great location. Great shots.

**-** The lighting is good, the photography's good, but the aperture is too wide; every shot is over-exposed. If this were fixed it'd actually look great.

**-** Ambient fuzz is really noticeable due to lack of music. Audio wasn't washed.

- Main problem: There's no point to watching this. He's got a good sense of humor, but that's all that this video tells recruiters—that was his only message—and it's 4 minutes long. There was lots of style, but no substance—in comparison to Belling's video, which was all substance. If this guy's wheelhouse is marketing, I'm not seeing anything that really stands out or catches my attention; it's just kinda generically hip. You know, if I'm recruiting for a highly competitive position at Google, I want 4 minutes of content; I want to learn more than one thing. I don't think this was planned well. You can't just throw hipness at people and expect them to buy something or hire you. Or, at least, I'd like to think marketing's more than that.

**Google Please Hire Me: The Epic Finale (**https://www.youtube.com/watch?v=Zks4JmOk96g**)**

**+** EVERYDAY I'M HUSTLIN'.

**+** Good location.

**+** Good job!

**-** Audio's hella inconsistent between shots. Jarring. Lots of small pops when the music plays. No clue why. Might be a codec issue. I'll have to be sure to avoid this. I've only ever had this problem mixing different audio codecs, but while he was editing this he should've only had one clip running on the time line.

**-** I think I get the problem. Outside lighting is really powerful, and the windows are huge, but the interior itself is poorly lit, so you have this weird issue of having to adjust aperture for either the inside lighting (in which case the natural light from outdoors blows out and turns white) or outside (in which case the interior will be really dark). The solution would be to find a location with consistent lighting, and bring artificial lighting so you have more control over this. We generally didn't have this problem in Marathon because shots were either entirely outdoors or entirely indoors, away from outdoor light.

**Video Resume: Ian Consoli (**https://www.youtube.com/watch?v=zh-YcI6TobY**)**

**+** I like the thesis. This seems well-planned and thought out. He knows what he wants to convey, and isn't wasting minutes.

**+** The energy's very good; there's movement keeping the audience engaged, he's not sitting there talking at the audience.

**+** Music's fitting. It's a bit loud. Hard to focus on what he's saying at some points.

**+** Shot composition is nice. It's not static; you can see that this is on a fluid tripod or something —that, or the cameraman has the hand of a surgeon or something. You can tell that they took awhile to arrange the shots.

**+** Content-focused.

**+** Good timing.

**-** I think he could've rehearsed a few more times. At some points you can tell he's searching for his line.

**-** Shots are overexposed; outdoor lighting is white. This seems to be a consistent problem in these videos. It's hard to avoid this. I'll have to think of ways to avoid mixing light.

**Funniest Video Resume EVER!! (**https://www.youtube.com/watch?v=Q6zNPwuwK2E**)**

**+** This is pretty damn funny.

**+** The energy's infectious.

**+** Music is fitting.

**+** Timing is perfect.

**+** The lighting doesn't suck, and it'd probably look great with some colorizing.

**+** Shot composition isn't bad either; the camera moves a lot. Keeps the audience engaged, as if they were there. "Live." This would be a good idea to borrow.

**+** Short; buzzes through, consistent flow, not jarring at all. It's like a commercial.

**-** Audio leans on the left in the boardroom scene. Weird. It might've been better to make it mono, upon discovering this problem, and keeping the music itself stereo. Nobody would notice.

**-** Subtitle font looks really generic. Windows Movie Maker circa 2004 kind of stuff. Why does the font for his brand name look better than the fonts for his subtitles?

**-** Similar problem as the Google video; a lot of style, not very much substance. I wanna learn something. If his job revolves around being a funny dude, I'd hire this guy—otherwise, I'm not too sure. This might be a good video if he's deliberately seeking employment at places that share this kind of humor, or have a laid-back, unprofessional atmosphere. If he is, it was a good job.

**Video Resume (**https://www.youtube.com/watch?v=ggb9uhFV8NY**)**

**+** This one's got good camera work. He seems to overuse bokeh (https://en.wikipedia.org/wiki/Bokeh) and blue hues, but it's a stylistic choice that's popular nowadays because it looks cinematic.

**+** Music choice is good. Audio for dialog is good. No fuzziness.

**+** I like that there's narrative embedded in the resume. All very meta.

**+** I'd hire whoever shot this. Is that the guy in the video?? That's crazy. I'd hire this dude. Good concept. That's some inception shit.
**-** Subtitles need some shadow around them, or more shadow around them. They don't differentiate well from the video. He appears to have been a photographer before an editor, so he gets a pass.


## Conclusions, Prescription Thus Far

Alright, if we're banking on public-relation-prowess, we'll need a lot of energy and character, which can best be demonstrated with a lot of movement and action, similar to what's in "Funniest Video Resume" and Ian Consoli's. Nick Belling's video wasn't well-edited or shot, but his resume was impressive, and the video itself served a practical purpose; web applications are a visual thing. Similarly, we want dense information with which to fill the entire 2 minutes or so, unlike in the case of the Google dude. In an ideal scenario, there won't be any filler shots or anything superfluous—a commercial has a very limited time to catch the audience, so every shot should have a purpose and every message conveyed should matter, as there's less time to dilute such things.


Basically, I'd consider exactly what sort of personal experiences, skills and attributes you want your audience to see, and in what sequence, then build the video resume on top of that. It seems like the people that get too invested in a specific concept or atmosphere (Google guy, funniest guy) tend to fall flat on content or struggle to fit it in.


There's a level of precision in Belling's video that I like; he presents his skills, and why they would be an asset to the company. Similarly, it's best to consider how to frame your skills in a way that communicates why they're crucial, rather than carpet-bombing them with skills and ambiguously leaving them for your audience to interpret. It's a unique opportunity to adjust how people regard the bullet-points on your paper resume.