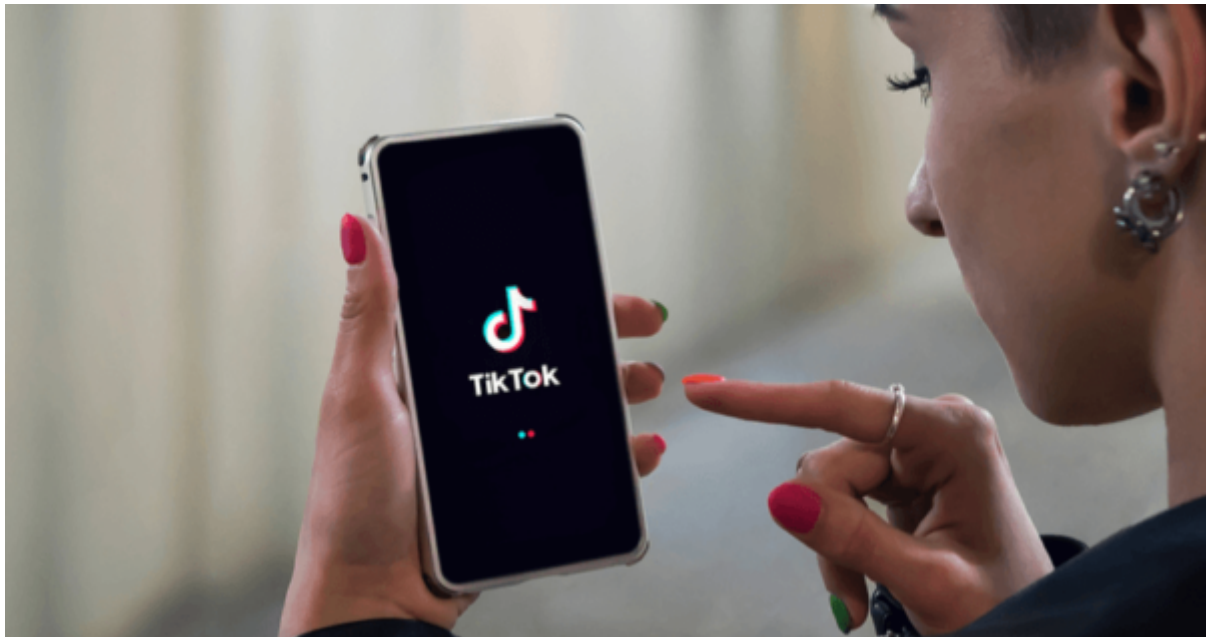


How to Make a TikTok Resume

 jobscan.co/blog/how-to-make-a-tiktok-resume

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Did you know that you might be able to apply for your next job through a TikTok video? It's true. In July 2021 TikTok launched its pilot program for TikTok Resumes, where users could create a video resume showcasing their experience and skills to send directly to participating recruiters and hiring managers.

A total of 38 companies were involved in the July launch of the TikTok Resume program including brands such as Target, Chipotle, Alo Yoga, Shopify, Abercrombie & Fitch Co., and Forever 21.

The first round of the TikTok Resume pilot program closed [video resume](#) submissions on July 31, 2021. However, as of September 2021, it appears that the TikTok Resumes website has been taken down and new rounds of positions, companies, and submission periods have yet to be announced.

How to create a TikTok Resume

To make a TikTok Resume, you first must have a public TikTok account. This is critical in order for recruiters to review your video resume. Once you've ensured your account is active and on public settings, you can record your TikTok Resume video (using the 15 tips we've included below!). (Don't forget to give [Jobscan's TikTok](#) account a follow while you're there!)

Important to note, when making your video TikTok recommends [avoiding sharing personal contact information](#) like your full name, email or physical addresses, or phone numbers for your safety. When you're happy with your video resume, add the hashtag, #TikTokResumes, and post to your account.

Once you've created your TikTok Resume, copy the link to your video and return to the TikTok Resume jobs page. Click on the job listing you're applying for and click the "Submit your TikTok resume" button at the bottom of the page. You'll then be prompted to fill out a form with your first and last name, email address, link to your TikTok Resume, and an optional field to include your LinkedIn profile link. When you're finished, click submit and your application will be submitted to the brand.



15 tips to make your TikTok Resume stand out

It's one thing to make a TikTok video, and another thing entirely to create a strategic video resume on TikTok. Following these 15 steps will help set you up for success.

Shoot your TikTok Resume in a strategic environment

While it might not matter what your surrounding environment looks like when creating TikTok videos for fun, it's important to be strategic with your backdrop for a TikTok Resume. Select a location that is quiet and remove any distracting objects or clutter from behind you. Consider picking a wall or room with pops of color that capture attention.

Have good lighting

Once you've picked a comfortable space to make your video resume, you'll want to make sure that you are well-lit so that the recruiters can actually see you! A big window, lamp, or ring light are all excellent options. Always make sure your light source is in front of you to avoid strange shadows.

Dress like you're attending an interview

Again, because this is a job application, you want to put your most professional foot forward. Select an outfit to wear in your TikTok Resume like you would for attending an in-person or Zoom interview.

Film video vertically

Don't forget to hold or set up your smartphone vertically when filming your TikTok Resume video. The app's configurations are designed to work best with vertical videos and will help enhance the quality of your resume.

Make a tailored TikTok Resume for each specific job you apply for

We always recommend tailoring your written resume for each individual job posting, and the same concept holds true with video resumes. This allows you to emphasize or deemphasize specific skills and details in your career history so best suit the needs and desires of the specific position, making you a better candidate in the eyes of the recruiter. It may seem tedious, but it's worth it!

Figure out what matters most to them based on the job description

Skim through the job description and make note of the skills or abilities that are mentioned first or repeatedly. List any key job responsibilities or tasks that you have a clear visual example to use in your video. These are the core topics that you'll want to speak about when making your video resume.

Create an outline for your video before filming

Plotting out the key moments of your video resume around the skills that matter most to the recruiter helps create a more polished and impactful end result. From the list of key skills and tasks you just made, expand upon each one with either a bulleted list of notes for each section or write yourself a script, whichever is most comfortable and natural for you. Using your outline to prompt you as you record each part of the TikTok Resume will help you stay focused on what matters most.

Start your video with a personalized hook to capture their attention

Launching straight into your skills and abilities in a TikTok Resume runs the risk of coming across as awkward or aggressive. Try to think of your video resume as a true conversation with another person. Start off with a friendly greeting that reflects your personality, just like you would on a phone call or Zoom meeting to help humanize your clip.

Introduce yourself

Make sure to follow your greeting with a clear introduction. State your name and the title of the position you are applying for. Optional things to add to your introduction include the city you are based in and possibly a fun fact about yourself (if that speaks to the essence of the brand you're submitting to). Remember to avoid sharing any personal contact information like your last name, email, phone number, or home address.

Add background music

Add a little something extra to your video by using the TikTok features to add soft background music. This is a great opportunity to share your personality through your song choice. Just be sure that the tune is appropriate and adjust the volume to a low setting so that your words are able to be heard.

Utilize the Green Screen feature to show off your achievements and work

Remember that list of achievements and examples of your career accomplishments you made earlier? Leverage the Green Screen TikTok feature to show images or videos of those achievements in your video resume. You can point out key elements and briefly describe the projects.

Use text boxes to highlight key points you want the recruiter to remember

It's also helpful to use the text features within the TikTok app to highlight key facts, skills, and details to appear on the screen while you speak. You can adjust the font, color, and duration the text blurbs appear, creating a streamlined look.

Don't feel pressured to give a pitch in one take

The beauty of TikTok is that you can piece together small clips to create your final video. Take advantage of this to ease your stress levels around remembering what to say and when. Use your outline to break down the video into bite-sized pieces to make things easy and polished.

Avoid mentioning salary

For a one-way video message, it's probably best to avoid mentioning any salary expectations, ranges, or hard numbers. If the brand is interested in you, they'll reach out with the next steps where you'll have opportunities to have that conversation with an actual person. Besides, your time now is better spent sharing your history and experience.

Make a strong ending

Just like it's important to start off your TikTok video resume with a friendly opening, it's also ideal to end it in a confident and concise manner. Consider signing off your video with a phrase you'd use at the end of a cover letter like, "Looking forward to speaking with you soon to learn more about this opportunity" or "Thank you for your time. I'm excited to connect with the XYZ team soon."

If you're looking for help creating a traditional resume, or need help discovering which keywords and skills to focus on in your TikTok Resume, check out our free resume builder below!