

A FRESH START FOR JOB-SEEKERS AMIDST AN 11-YEAR UNEMPLOYMENT HIGH!

A brand new career-building website - abintegro.com - offers job-seekers the chance to stand out from the unprecedented level of competition with an innovative, three-dimensional CV.

Abintegro, a UK-based business, gives job-seekers the opportunity to transform how they think about and build their career and how they market their CVs to recruiters and potential employers. Abintegro takes its name from the Latin for *afresh*: “We called the business Abintegro because what most people need to boost their career is a *fresh* perspective on what they have already achieved” said Tony Heard, Managing Director. “Very few people really do themselves justice when marketing themselves using a traditional CV and they forget that their CV never gets a second chance to make a first impression.”

The Abintegro three-dimensional CV (3DCV[®]) brings to life a job-seeker’s strengths, achievements, personality and career experience, enabling them to make that great first impression and maximise their chances of success.

Abintegro has spent 12 months creating the 3DCV[®] structure, drawing together ideas, experience and advice from business leaders in UK and US company boardrooms, business schools, and recruitment and headhunting agencies. Tony commented “We wanted to offer something of real value to job-seekers rather than just a nicer looking CV or the straightforward use of media such as video.” He added “What we’ve managed to achieve is really exciting because, for the first time, job-seekers can bring together everything they have achieved in their career, understand the true value of what they’ve accomplished and present it all in a unique format using language which really resonates with recruiters.”

The Abintegro 3DCV[®] easy-to-use structure, has been initially designed to suit sales professionals, and guides them through the process of recording, in a compelling way, their personal data and achievements. Video clips, photos and supporting documentation can also be added to build a career scrapbook; it is all viewable online or as a high-impact MS Word document and can be published on a personalised webpage. As a result of its specialised layout, the 3DCV[®] allows recruiters to get to know job-seekers more quickly than other candidates and identify best potential job-fits at an earlier stage.

“Whether you’re comfortable, dissatisfied or feeling vulnerable in your current role or are already out of work,” Tony added “now is a good time to remind yourself of your strengths, create a strong, compelling CV and, when you’re ready, get job-hunting...but this time in three-dimensions!”

ABOUT:

Abintegro can transform how job-seekers build their career and how recruiters and employers execute the hiring process. Abintegro has initially focussed on the sales sector, but also has a general proposition to suit business professionals in other sectors. The free membership package enables everyone to create, share and update a 3DCV[®]. Paid membership packages include features such as a career development plan and additional customisation functionality.

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