

Job Search Tips: Just a QR Code Away – Scan Your Way to a New Job

June 5th, 2012 by Jacqueline Simmonds Retrieved 07/18/2012 from <http://nejs.org>



By Bella Gray

With the rise of high-tech smart phones that can even scan bar code technology, professionals are now able to go on a QR code job-hunt. Short for “Quick Response”, the two dimensional system has become an excellent complement to a person’s overall marketing campaign. Once you have your online resume set up and a business card in the wings, the QR code is your next opportunity to impress potential employers with your digital edge.

Don’t be put off by the high-tech look of a QR code. Around since the mid-90s, this mobile marketing tool made the transition from Asian warehouse decoder to mainstream do-it-yourself code language. Though the corporate world seems eager to dismiss their new instrument as a thing of the past, the incorporation of scanners into all high-end mobile phones suggests otherwise.

Scan Your Way to a New Job:

Create a QR Code: There are a variety of online resources that will help you create your very own QR code using an online generator. A lot of developers are partial to Google’s URL-shortening service Goo.gl. The tool allows you to paste in your long link and then spits out a shortened URL and a corresponding QR code. Google analytics will then be able to show you how often the code was clicked or scanned, what country the user comes from, and what mobile device or platform they were using.

Design 101: Colors, style, logo- it’s all up to you how far you want to take your QR code design. As long as the body remains dark and scannable, leaving ample space on the sides of code, you can alter the look and feel significantly. Any changes that are made, however slight, needs to be tested for scannability.

Linking: This is the important part. You’ve got your employer’s attention and he’s scanned the QR code. Where are you going to lead him? This will ultimately depend on your aim and your qualification. Don’t directly link to your online resume or any information that the person already has in front of them. As long as the content that you’re sending is easily digestible on a mobile device, and it reflects new

recommendations to motivate employers to hire you- you're golden. It can also simply direct the individual to your mobile phone.

So you've made your very own personalized bar code. But where do you put it? Promote your QR Code on your resume and business card to get it out there. A great place to start, don't be afraid to get creative. Some professionals have even been known to temporarily tattoo their bar code on themselves at conferences. Presenting a range of flexibility and a unique opportunity to market oneself, there is no reason not to use QR codes- so make it the cornerstone of your online portfolio.

About Bella Gray

Bella is a company blogger from her executive suites Austin. A solicitor of tips and strategies for navigating the workplace, Gray is the perfect go-to-gal for all your business solutions.