

# Multimedia journalist is on the right track

By [Lisa Chenofsky Singer](#)

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## TODAY'S APPLICANT

AARON WHALLON was a multimedia producer at MSN Money until they shut down the division this year. In a down economy and a struggling industry, he has taken on a few temporary freelance assignments, but has had little luck finding a new job in his chosen field — multimedia production.

What I do outside work: I teach guitar.

My fantasy job: Late night TV talk show host.

If I didn't have to work...: I'd move to Brazil and play soccer.

Why you should hire me, in 25 words or less: I am passionately creative and creatively passionate. I lead by example while following worthy leadership. I question authority when authority displays questionable judgment.

## TODAY'S EXPERT

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## THE MARKET

As the markets are shifting due to rapid technology changes and the shrinking economy, traditional jobs are evolving and employees are expected to be multifaceted in their knowledge and abilities to deliver more in today's market. The new media industry expects more skill diversity from its staff. Student journalists are fortunate to continue developing the diversity of skills required. Veteran journalists with strong skills may struggle depending on their aptitude to learn new software and develop their technical expertise in the multimedia space. How one handles this transition from a specialist to a generalist is what will make the difference for them.

As the industry uses "mobile journalists," or "mo-jos," to report and write articles and take video and photographs, which are then loaded up to websites, the opportunities for multimedia professionals will remain strong. The issue here is other professionals, not trained in journalism, are entering this field, creating more competition.

Aaron's experience and skills are strong and he should have no problem finding his next opportunity. Whether his next position is regular employment or freelance work is another story. As the new media industry is changing, replacing its crews (reporter, camera operator, correspondent and possibly a sound or lighting technician) with one multifaceted person, a "multimedia journalist" who will be expected to do it all single-handedly. Aaron appears well positioned to continue to handle all of these responsibilities.

## THE RÉSUMÉ

Aaron's résumé highlights his skills leading with his label of "Multimedia Journalist" directly under his name. He continues to use key words such as "Leadership and Organization" and "Multimedia Web Production," and he highlights his award-winning work.

## ADVICE

- Although the layout of Aaron's résumé is clean, the left column label format reduces Aaron's spacing for his core content. In addition, the dates fell off the page when I printed it. Be careful when using wide margins. If they are set too wide, the printed copy may not be readable.
- An option for Aaron to consider is to reduce the left column and add a summary, which may help the reader immediately capture Aaron's strong skills and achievements. Showing achievements with quantitative numbers, such as an increase in streams, shown as percentages, is more readily understood from company to company.
- Remember a résumé is a "living document" in a constant state of revision. Aaron's résumé successfully highlights his competencies and achievements relative to today's market demands — "Multimedia Journalist" says it all! Aaron has successfully created a strategic and forward-selling document that speaks to his targeted audience. Remember, one's written résumé is only one version of their presentation to a potential employer. The other presentation is one's online presence, which for Aaron is strong.
- In this market, it is important to be open to learning, as technology is constantly evolving, as are the requirements of many jobs. Enjoying change and embracing it allows us to continually grow. With this approach, we understand what is expected and how to leverage our skills for new trends in our current marketplace.

Employers: If you'd like to contact a candidate featured in this column, e-mail [HireMe@starledger.com](mailto:HireMe@starledger.com).

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