



News > People

Ashfield dad made redundant during coronavirus lands job with giant CV on the back of a lorry

A determined dad who was made redundant as a result of coronavirus has landed a new job just hours after putting a giant copy of his CV – on a lorry.

By Lloyd Bent

Tuesday, 10th November 2020, 4:18 pm



James Pembrington, 33, had worked as a technical projects and events manager at Alton Towers for five years before being furloughed in March.

In June he was made redundant as a result of the theme park cutting costs and struggled to find a new job.

He applied for around 100 jobs but despite getting two interviews, he was not offered the roles.

Sign up to our daily newsletter

Chad

Enter your email

Sign up



James Pemblington who had not worked for around eight months, who now has a new job thanks to his giant CV being advertised on the back of a lorry.

James, who has two sons aged seven and three, even set up his own website called HireJP and sent out “edible” CVs to companies on chocolate brownies featuring a QR code which linked to his site.

But he still had no luck, until he spotted an online competition to have his CV displayed on the back of an 18-tonne HGV.

James won the contest, which was run by lorry advertising firm DrivenMedia and job website Zoek.

[Mansfield Town CEO Carolyn Radford victim of armed robbery in Portugal](#)



James Pemblington who had not worked for around eight months, who now has a new job thanks to his giant CV being advertised on the back of a lorry - Pictured with Edward Hollands - DrivenMedia & Hannah Scragg from Zoek.

The company, run by Dragons' Den entrepreneur Ed Hollands, slapped James' CV and photograph on the truck which travelled across the UK.

Just 48 hours later he got offered a job as deputy manager at Burton testing centre from a boss who spotted it while waiting in traffic.

James, of Annesley, said: "I had applied in total to about 100 jobs. It was just rejection emails or nothing at all.

Advertisement

"I had two interviews where I got down to 13 of 100-odd and the companies said my CV was great but the person employed had been in the industry longer.

"I needed to do something different and creative to show my personality and get the attention of the recruiting manager.

[Huthwaite youngster's poppy mask effort to raise funds](#)

"When I saw the competition to have your CV on the lorry I thought 'that is wicked.'

"I loved the idea. Then I got the message that I had won.



"It was fantastic but surreal and odd. What else can 2020 throw at you? You have to get a truck sized CV to get a job."

The mobile CV started its journey in Nottingham, making a delivery in Birmingham and returning via Burton-on-Trent.

James starts his new job on Sunday (8 November).



This website and its associated newspaper are members of Independent Press Standards Organisation (IPSO)

Follow us on



Explore

- News
- Sport
- Mansfield Town / Stags
- What's On
- Lifestyle

More from Mansfield and Ashfield Chad

- Announcements
- Jobs
- Public Notices
- Must Read
- Buy a Photo
- Directory
- Reader Shop

Useful Links

- Contact Us
- Advertise My Business
- Advertise a Job
- Place your Ad
- Subscribe
- Events
- Newsletter
- Archive
- Readers Charter

©JPIMedia Publishing Ltd. All rights reserved.

[Cookie Settings](#) | [Terms and Conditions](#) | [Privacy policy](#)