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# Dad made redundant due to coronavirus lands new job after putting giant CV on lorry

James Pemblington, 33, of Annesley, Nottinghamshire, was made redundant from his job at Alton Towers and applied to over 100 jobs but wasn't offered the roles

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1 COMMENTS

By Jack Evans  
23:12, 5 NOV 2020

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James Pemblington, 33, has a new job thanks to his giant CV being advertised on the back of a lorry (Image: DrivenMedia / SWNS)

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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.

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**Emblington had been out of work for around eight months** (Image: DrivenMedia / SWNS)

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

Emblington, 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 from a boss who spotted it while waiting in traffic.

Emblington, 33, of Annesley, Notts., said: "I had applied in total to about 100 jobs. It was just rejection emails or nothing at all.

During 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 wrong place.'

She decided to do something different and creative to show my personality and get the attention of the recruiting manager.

Emblington decided to be leaving Alton Towers - that was my dream job - but I am a positive person and look on the bright side of things.

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"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 and I thought 'this is amazing.'

"The It is my mug shot on the lorry - 'I am James and looking for work'.

"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, who starts his new job on Sunday (8/11), said: "At Alton Towers everything is about the guests having a great experience.

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ting centre we are not putting them on a roller coaster, but it is about making sure we are putting the customer at ease and offering customer service.

on an emotional roller coaster I imagine."

pbell, Zoek managing director, said: "Seeing James get a job after only two days of the giant CV going on the road shows how he only be put in front of the right audience."

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