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Dad puts resume on truck and lands new job

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AN unemployed dad who was made redundant during the pandemic found himself a new job by putting a giant copy of his resume on the back of a truck.

The U.K. man James Pembrington, 33, was made redundant from his role as a technical projects and events manager at Alton Towers in June, after initially being furloughed in March.

The dad-of-two from Annesley, Nottingham, applied for around 100 jobs and attended two interviews, but he found himself struggling to land a new position.

Things changed when he won a competition to have his resume displayed on the back of a truck and soon after he was offered a job at a COVID-testing center by a boss who spotted the lorry while waiting in traffic.

Having worked at Alton Towers for five years, Pembrington was made redundant as part of a coronavirus cost cutting move.

"I was gutted to be leaving Alton Towers — that was my dream job — but I am a positive person and look on the bright side of things," he says.

"I had applied in total to about 100 jobs. It was just rejection emails or nothing at all.

"I had two interviews where I got down to the last 13, but though the companies said my resume was great, the person they 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."

Pembrington tried to think outside the box and even set up his own website called HireJP and sent out "edible" resumes on chocolate brownies featuring a QR code which linked to his site, but he still didn't have any luck.

Then Pembrington spotted an online competition, run by truck advertising firm DrivenMedia and job website Zoek, to have his resume displayed on the back of an 18-ton HGV and decided to enter.

"Then I got the message that I had won," he explains.

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

The company, run by Dragons' Den entrepreneur Ed Hollands, advertised Pembrington's giant resume and photograph on a truck which travelled across the U.K.

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

Just 48 hours later, Pembrington was offered a job by a boss who spotted the truck bearing his resume while waiting in traffic.

Pembrington, who starts his job as a deputy site manager at a COVID-testing center Sunday, is now hoping to bring his theme park enthusiasm to his new role.

(SD-Agencies)

