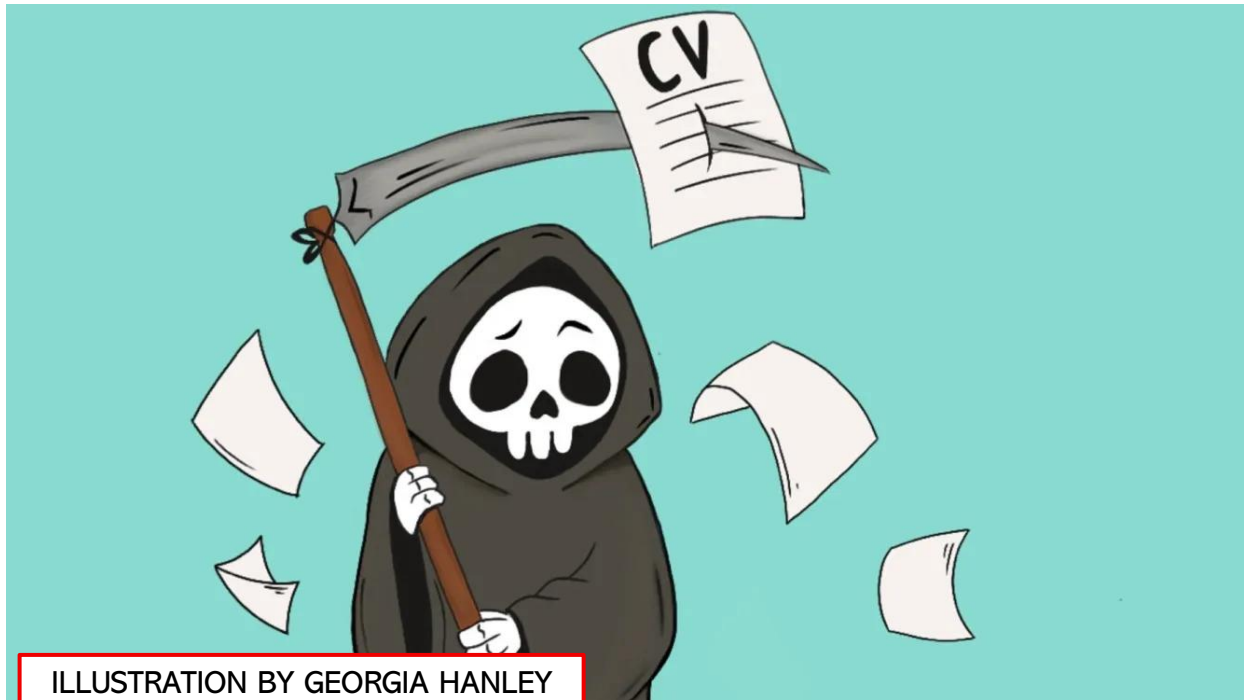


‘CVs mean nothing.’ Get ready to send a video if you want a job

Young talents lose out when AI writes and reads job applications. More and more employers are escaping A4



When Anie Radbourne, a 23-year-old social media manager from Clapham, southwest London, saw an Instagram video from the founders of one of her favourite brands saying they were hiring, she was elated. There was just one twist: they wanted applicants to post a social media video about themselves instead of sending a CV.

She messaged the founders asking if there was a brief; they said they would leave it up to her. “I replied ‘challenge accepted: watch this space’,” Radbourne said.

“I genuinely loved it... When I was applying to jobs before I just felt really trapped like I couldn’t show off my personality and my creative side,” she said. “I didn’t make the video like ‘this is me, this is my CV’, I made it like I was working there already.”

The company in question — Sult, a London-based maker of electrolyte supplements that was founded in 2024— captured attention with the wacky request. Within a week it had people shouting from rooftops and jumping into the sea (“I throw myself into everything I do”) to gain the attention of the founders, Henry Porpora and [Milly Goldsmith](#).

“In this day and age, **CVs mean absolutely nothing**. Especially when you can just whip it up on ChatGPT in two seconds,” Porpora said. “I understand the game of how people want themselves to look on paper but it doesn’t actually reveal any talent.”

“People are starting to go with the no cover letter, no CV trend,” said Suz Bannister, co-founder of Riser, an AI-powered recruitment start-up. “I think it’s because people have lost trust in the process because AI is speaking with AI.”

She is referring to AI-written CVs being sifted by companies’ own AI software to weed out the best candidates — a process that can be soul-destroying for many applicants, who feel they can’t get the attention of a human. Even the prime minister has weighed in on the subject: last week Andy Burnham said employers should [stop using AI to filter CVs](#).

Against this backdrop, Bannister was in favour of a new approach. “A lot of companies are speaking to the next generation; they’re digitally native, they’re video first... [but] we’re essentially still asking applicants to pick up a quill and pen a letter,” she said.

The jobs market has [become fierce](#) and recruiters have to sift through many highly qualified candidates. Filling a role has become more “human centric”, Bannister said. “What we keep saying is: ‘hirers are becoming casting directors’.”

Bannister believes CVs and cover letters will be obsolete by 2030. Her business replaces CVs with short video pitches and uses an algorithm to match job hunters with suitable opportunities. “The CV is a fact sheet, so that can live as a profile,” she said.

Neil Carberry, chief executive of the Recruitment & Employment Confederation, pointed out that the information on a CV could be found elsewhere.

“It’s important to remember that certainly in professional recruitment, everyone has a LinkedIn profile or social media presence that tells their story. Candidates should look after that profile online and tell the story there,” he said.

“In some way shape or form, a thing that does the job of the CV is perennial. It may be that it’s just not consistently going to be a couple of pages of A4”.

This sentiment is shared by Daniel Harris, UK boss at the listed recruiter Robert Walters. He said the “sheer volume of CVs that people are receiving” meant applicants were having to “find a way to differentiate” themselves.

While CVs are still expected for traditional white-collar roles, the main question is how to get in the room for an interview, he said.

Some businesses “are saying that we want to know who you are more authentically’, which can mean recording video, he said. “[They] might ask you to record a quick snippet of your experience, what you’re searching for in your next role and to talk a little bit about yourself.”

The number of candidates recording videos in this way has risen across start-ups and bigger businesses, Harris said.

Virgin Media O2 ditched CVs for most junior roles ten years ago. Sharron O'Donnell, its head of talent, said: "In our apprentice, graduate, intern world we don't use a CV... Those roles can really vary, they can be across product, cybersecurity, finance... We use assessment tools which are based on an individual's potential and motivation."

PwC, one of the big four accounting firms, has also stopped requiring early-career applicants to submit CVs. "Strong candidates don't always follow conventional pathways," said Carly Pike, its head of workforce strategy. "We don't believe talent can be judged solely on someone's past experience, qualifications, or the opportunities they've been given. Instead, our assessment process is designed to help candidates demonstrate their skills, strengths and potential."

So keep your CV up to date, but don't be surprised if you don't need it.