

TikTok “Why You Should Hire Me” TikTok Cover Letter/Resume

For this summative assessment you will create a “TikTok” style video that is no more than 90 seconds long using text, transitions and effects to make it more interesting. The content of this video should include:

- Introduction of yourself (name, age, etc)
- Address the employer where are applying and say what job position
 - Example: I am applying at Orscheln's Farm & Home as a cashier
- Why they should hire you
- At least 3 positive attributes about yourself
- Conclusion (thank you for listening, hoping to hear back from you soon, etc)

Examples <https://newsroom.tiktok.com/en-us/find-a-job-with-tiktok-resumes>

Tips & Tricks <https://linktr.ee/blog/tiktok-video-resume-job-application-hiring-tips>

| | Excellent | Good | Poor |
|----------------------------------|---|--|--|
| Content | 20-25 points All required content was included in video | 10-20 points Video lacked 1-2 required pieces of information | 10 or less points Video lacked 3 or more requirements |
| Interest | 10-15 points Video was interesting, shot at proper camera angle, presented positive visual image of the applicant | 5-10 points Video was somewhat interesting, lacking in a few finer points, camera angle was not optimal | 5 or less points Video was unpleasant and uninteresting to watch; camera angle was too high or too low, distracting the viewer |
| Video Length & Format | 15 points Finished video is 45-90 seconds in length, submitted as an .mp4 file | | 0 points Video was shorter than 45 seconds or longer than 90 seconds or video format was incorrect |
| Organization | 10 points Student used class time well, presenting a quality end product that was organized and well thought out | 5 points Student did not use class time well, end product was lacking in quality and/or organization; could have improved with better planning | 0 points Student did not use class time, throwing together poor quality product that lacked in many areas |
| Effects | 10 points Student added text, transitions and/or effects that added to the appeal of the end product | 5 points Student added some finishing touches, but text, transitions or effects distracted from the quality | 0 points No text, transitions or effects were added OR added effects were inappropriate and/or off topic |