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CareerScribe
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CareerScribe teams up with ExactTarget to create a more efficient recruiting process

Fast-growing company to use CareerScribe's unique platform to assist in evaluating candidates

INDIANAPOLIS (May 13, 2009) – [CareerScribe](#), the first Web site to bridge the gap between traditional job boards and social networking, will provide on-demand email and one-to-one marketing solutions provider [ExactTarget](#) new resources to evaluate job candidates.

CareerScribe's technology allows companies to interact with job candidates online through its software as a service platform that offers a host of human resources tools including online communications and interaction management. Hiring managers can invite candidates to create a CareerScribe profile that includes a video introduction, career goals, job flexibility, supporting documents and a resume. These profiles are then used by hiring managers to make well-informed decisions about candidates, thus reducing the amount of time spent in the interviewing process.

ExactTarget, which plans to hire more than 100 additional new associates this year, will initially use CareerScribe to evaluate technical candidates for its Solutions Consulting Group.

"We're excited to be working with ExactTarget and to provide them with a powerful method that will considerably reduce the amount of time spent evaluating and pursuing the most qualified candidates," said **Jeff Bockelman**, founder and president of CareerScribe. "I know from experience how much time can be invested during the first round of the hiring process. As a professional recruiter, I spent hours upon hours interviewing individuals who I knew within the first few minutes of meeting were not going to be right for the position. That is one of the reasons we founded CareerScribe."

In addition to recruiting resources, CareerScribe's platform also provides companies with tools to simplify the performance management process for their current employees. Employees can catalogue their current skill sets, goals and track day-to-day accomplishments via CareerScribe's exclusive [CareerTracker tool](#). The tool provides employees with an online career journal to highlight major career accomplishments, upload supporting documents and store the information on visual timelines. At the end

of the year, the journal provides both employees and managers rich documentation on accomplishments, making data compilation for performance reviews easier.

“CareerScribe provides yet another resource for us to leverage to build our team,” said Todd Richardson, ExactTarget’s vice president of human resources and risk management. “The technology gives us additional tools to interact with candidates across the country.”

CareerScribe is a career management system that enables candidates to catalogue, maintain and share their career achievements and aspirations. For further information on CareerScribe or to create an online career portfolio, visit www.careerscribe.com.

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About CareerScribe, LLC

CareerScribe is a one-stop career management resource for professionals and employers. Offering one-of-a-kind career tracking features and platform to upload self-introduction videos, it was founded by local Indianapolis entrepreneur, Jeff Bockelman in May of 2008. For media inquiries, please contact Christy Oberley of Dittoe Public Relations at 317-202-2280 or christy@dittoepr.com. For more information, visit www.careerscribe.com.