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Professional Diversity Network Enters Strategic Partnership with Illinois Department of Employment Security

Resunate® Resume Builder proven to double an applicant's interview rate Available at No Cost to Job Seekers

CHICAGO, Aug. 7, 2014 /PRNewswire/ -- Today the leading developer and operator of online recruiting for diverse professionals, Professional Diversity Network, Inc. (Nasdaq:IPDN), announces a public/private partnership with the Illinois Department of Employment Security (IDES), which aids registered users during their search for employment. Available at www.IllinoisJobLink.com, users will be able to optimize their online resumes for free using the **Resunate™ resume builder**. As a result, potential employers also improve their ability to identify and recruit candidates with the right skills for the job. The IllinoisJobLink.com website features more than 150,000 job postings and currently houses over 60,000 job seeker resumes.

Resunate intelligently modifies each users resume to highlight skills for a specific job opportunity, thereby improving the likelihood of a match. The online tool has proven to double an applicant's interview rate by providing interactive feedback on how to best tailor a resume for specific positions. The free trial service is provided at no cost to both IDES and users.

"As a company headquartered in Illinois, we couldn't be more pleased that IDES offers PDN technology to empower job seekers while also making it easier for employers to identify qualified candidates," said Jim Kirsch, CEO of Professional Diversity Network. "Resunate helps job seekers get over the hurdle of presenting themselves in a way that makes them more attractive to potential employers – a critical factor in applying online."

According to the Harvard Business Review, 80% of employee turnover is due to bad hiring decisions. Other recent surveys show that the top factor leading to a failed hire, aside from performance issues, is a poor skills match. Through the use of technology solutions, like Resunate, employers can improve their ability to match candidates with skills required to successfully do the job. In turn, employers also avoid potential negative impacts on intangible costs such as decreased morale and loss of productivity.

"Our goal is to further IDES' mission to link employers with qualified job seekers by offering free access to Resunate," said Jay Rowell, Director, Illinois Department of Employment Security. "Resunate is a tool that is designed to help job seekers improve their ability to highlight how their skills and professional experience align to a specific job. In the end, both employers and job seekers win."

Professional Diversity Network, Inc.

Professional Diversity Network (PDN) develops and operates online networks dedicated to serving diverse professionals in the U.S. and providing them with access to employment opportunities. PDN offers employers who value diversity an online platform in which to identify and acquire diverse talent for their hiring needs. Headquartered in Chicago, the company owns and operates professional networking communities including: iHispano.com for Hispanic professionals, BlackCareerNetwork.com for African American professionals, WomensCareerChannel.com for women, Military2Career.com for veterans, ProAble.net for professionals with disabilities, OutProNet.com for professionals in the gay community, and AsianCareerNetwork.com for Asian professionals. For more info, visit prodivnet.com.

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