

**The Resourceful Recruiter:  
How to build a resume  
database and ATS using Gmail**



# Why use Google?



**It's free!**

Gmail™  
by Google



# Ubiquitous

Gmail™  
by Google

The image shows a faded version of the Gmail logo, which consists of the word "Gmail" in its characteristic multi-colored font (blue 'G', red 'M', yellow 'ai', blue 'i', green 'l') with a trademark symbol. Below it, the text "by Google" is also faded. In the bottom right corner, there is a partial view of a red envelope icon, which is a common symbol for email.

# Gobs of storage



# Flexibility



**Scalable**



# Evolving



**Well supported**



# Why use Google?



**Why not?**



# Browsing

Selection



# Browsing

Selection

**Preferences**



# Browsing

Selection

Preferences

**Toggle, toggle, toggle**



# Uploading resumes

One-click cherry picking



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**Free resumes on-demand**



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**RSS and Gmail mash-ups**



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**Bulk downloads**



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**File transfer**



# Managing Projects

Search and segmentation



# Managing Projects

Search and segmentation

**Labels and filters**

Coding and Redirects



# Managing Projects

Search and segmentation

Labels and filters

**Coding and redirects**



# Workflow

Admin and accounts



# Workflow

Admin and accounts

**Applicant tracking**



# Workflow

Admin and accounts

Applicant tracking

**CRM**



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