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# Keys to Success

AI for Career Exploration &  
Job Search

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April 22, 2024



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# Who has ever used ChatGPT?

**Questions**



# Who has ever used ChatGPT for *the job market?*

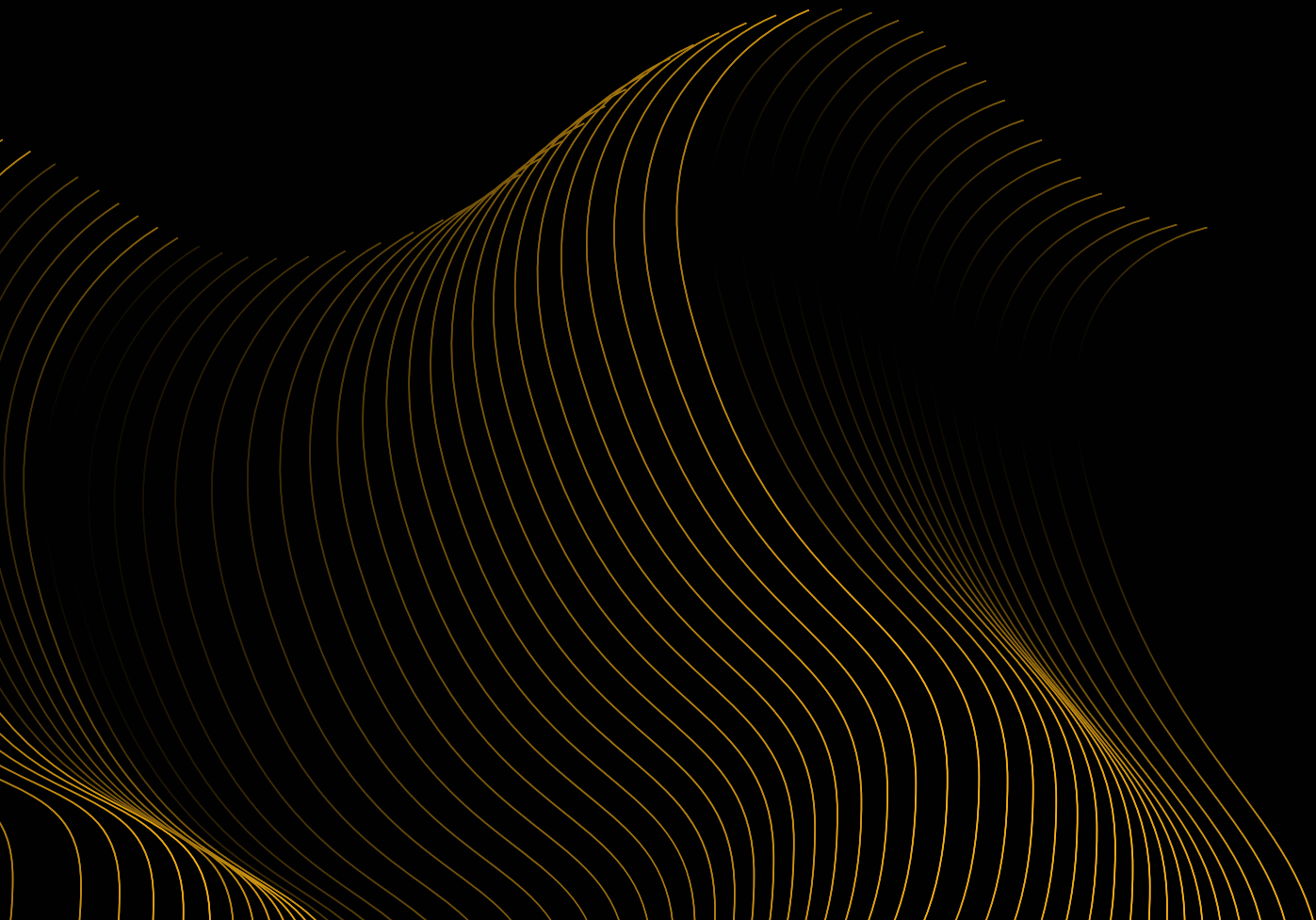
Questions



# Generative AI

Algorithms (like ChatGPT) that can be used to create new content, including audio, code, images, text, simulations and videos.

([McKinsey & Company, 2024](#))







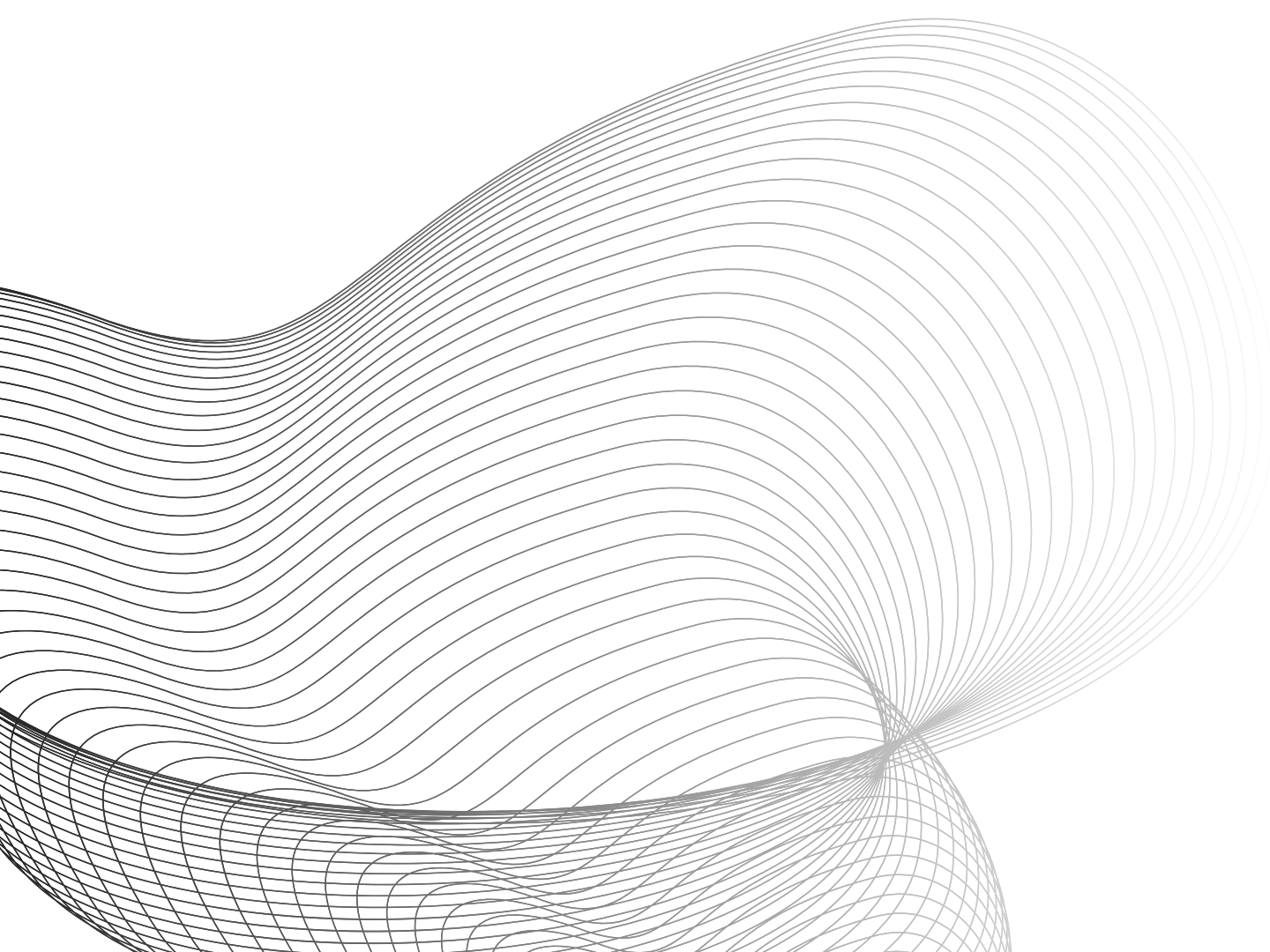
**It took ChatGPT  
FIVE DAYS to  
surpass 1 mil users.**

**Impact**



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# **Pros of Generative AI**



**Brainstorming**

**Drafting**

**Retrieving**

**Learning**



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# **Risks of Generative AI**

(Barber, 2023)

**Plagiarism**

**Misinformation**

**Copyright Concerns**



# Prompt Engineering

The key to success with using Generative AI/ChatGPT. Involves creating prompts that effectively instruct ChatGPT to generate the preferred/desired outputs.

([Chowdhary & Hao, 2024](#))



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# Garbage in, Garbage out



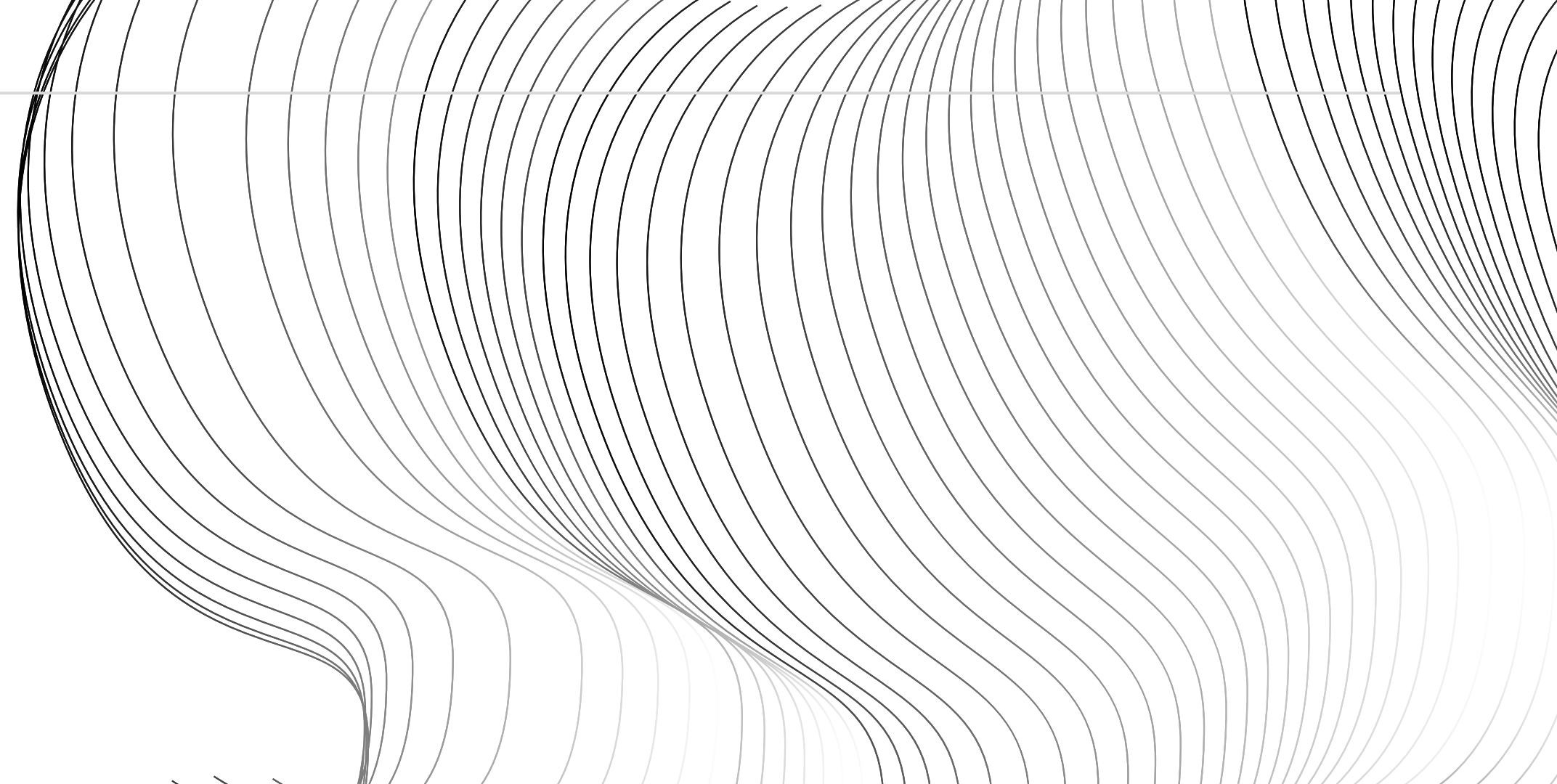
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# Generating Prompts



**Role**  
—  
**Context**

**Task**  
—  
**Task**

**Format**  
—  
**Format**





# Generating Prompts

How to

## WRITE AI PROMPTS LIKE A PRO

**G**

Generic

Start with the right tool. ChatGPT for speed, Bard for live search, Perplexity for citations, and Claude for big data.

**P**

Prompt

Garbage In = Garbage Out. Always provide context about the inputs and specific goals for the outputs.

**T**

Talk

This isn't a Google search! Don't be afraid to push back and ask for better, shorter, more specific answers.



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# Chat GPT & Career Exploration

**Demos**

# Learn About Job Roles



You

You are an expert in software engineering. Please list the top five challenges and top five responsibilities tied to the software engineer role.

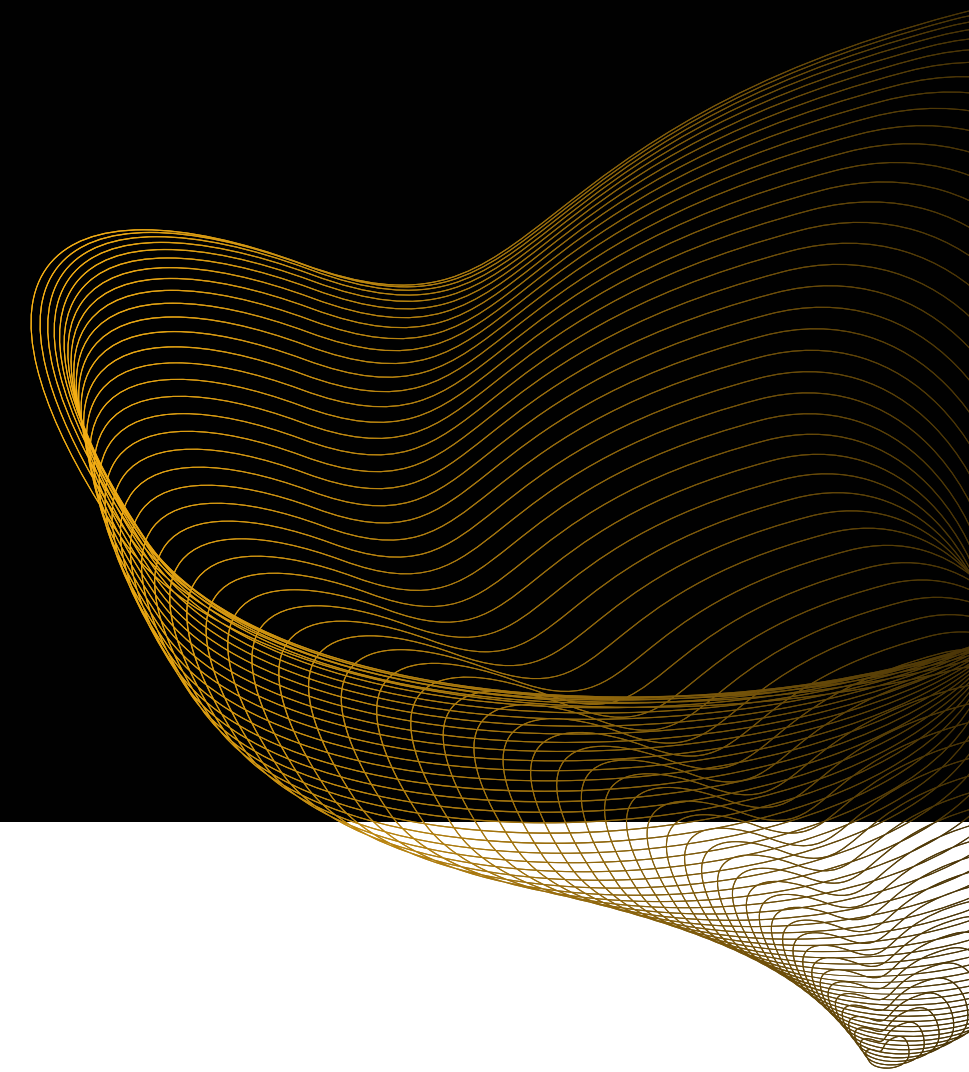


ChatGPT

Certainly! Here are the top five challenges and responsibilities tied to the software engineer role:

## Challenges:

- 1. Managing Complexity:** Software systems can become incredibly complex, especially as they grow and evolve. Managing this complexity, ensuring code remains maintainable, and understanding the interactions between different components can be a significant challenge.
- 2. Keeping Up with Technology:** The field of software engineering is constantly evolving, with new languages, frameworks, tools, and best practices emerging regularly. Keeping up with these changes and determining which ones are relevant and beneficial for your projects can be challenging.
- 3. Meeting Deadlines:** Software development often operates under tight deadlines, whether they're set by clients, stakeholders, or internal project schedules. ●





# Conduct Company Research

**You**  
Tell me about the latest news with Google.

**Copilot**  
Certainly! Here are some recent updates related to Google:

- Google Scraps Minimum Wage and Benefits Rules for Suppliers and Staffing Firms:** Alphabet Inc's Google has decided to roll back requirements that U.S. suppliers and staffing firms pay their employees at least \$15 an hour and provide health insurance and other benefits. This move could allow the tech giant to avoid bargaining with unions <sup>1</sup>.
- Alphabet's Earnings Report:** Google parent company, Alphabet, is set to report its earnings for the first quarter of 2024. Analysts expect revenue and profit figures to show growth compared to the year-ago period but a decline from the previous quarter <sup>2</sup>.
- Google Pixel 9 Pro Hands-On Photos:** Although the Google Pixel 9 Pro isn't expected to launch for a few months, hands-on photos of the phone have already leaked <sup>3</sup>.

For more in-depth news and stories about Google products, technology, and innovation, you can visit [The Keyword](#). Additionally, if you're interested in Google News updates, check out [Google Blog](#) <sup>4</sup> <sup>5</sup>.

### From Microsoft Start Partners

- 1 Google scraps minimum wage, b...
- 2 What You Need To Know Ahead ...
- 3 The first Google Pixel 9 I >

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1 of 30

Ask me anything... 0/4000

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AI-powered chat, amazing on your phone.  
[Learn more](#)

- Copilot GPTs
- Copilot
  - Designer
  - Vacation planner
  - Cooking assistant
  - Fitness trainer

- Recents
- Recent Google News 2:54 PM
  - Young Hufflepuff in Formal Dress 4 days ago
  - The Fae and Witchcraft Apr 13, 2024

# Conduct Company Research

perplexity | Anonymous

New Thread **Ctrl** **I**

Home  
Discover  
Library  
Sign in


**Sign Up**

## Tell me about the history of Amazon.

### Sources

- Amazon history timeline (officetimeline · 1)
- History of Amazon - Wikipedia (en.wikipedia · 2)
- A very brief history of Amazon: the everything... (interestingengin... · 3)
- View 2 more

### Answer

 **History of Amazon** More  
American multinational technology company

<b>Founded</b>	July 5, 1994, by Jeff Bezos in Bellevue, Washington from his garage
<b>Initial Focus</b>	Online marketplace for books
<b>Expansion</b>	Expanded into e-commerce, cloud computing, and digital streaming among other product categories

Amazon was founded by Jeff Bezos on July 5, 1994, initially operating as an online bookstore from his garage in Bellevue, Washington. <sup>1</sup> <sup>2</sup> It started by selling books and competing with local bookstores and Barnes & Noble. <sup>2</sup>

### Early Years

In the first month of launch, Amazon had already sold books to customers in all 50 U.S. states and 45 different countries. <sup>5</sup> A bell would ring in the office every time a purchase was made, but it had to be turned off quickly as sales soared. <sup>5</sup> To bypass the requirement of ordering 10 books at a time from distributors, Amazon would order one needed book and nine copies of an obscure out-of-stock book about lichens. <sup>5</sup>

**Try Pro**  
Upgrade for image upload, smarter AI, and more Pro Search.

amazon

amazon TIMELINE

Search Videos +

PRO Generate Image +

# Explore Different Careers

([The Job Insiders, 2023](#))

Copy of CareerBot 3000 ☆ 📁 Saved to Drive  
 File Edit View Insert Format Data Tools Extensions Help

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	A	B	C	D	E
1					
2	<a href="#">T for Sheets</a>	<b>Job Priority #1</b>	<b>Job Priority #2</b>	<b>Job Priority #3</b>	
3	ur Top 3 Job Priorities (e.g., Compensation, Work-Life Balance, Good for Introverts) →	Company Cultur	Work-Life Balance	Innovation	<b>Paste Resume</b>
4	our Resume (Make Sure that Everything Important Is in Text, Not Images) →				
5	Seconds + <a href="#">See Your Recommended Roles, Resume Advice, Cover Letter Template, and Interview Prep!</a> ⚡				
6	uge Favor: <a href="#">Share with Your Friends Since Lifetime Access Is 100% Free!</a> 🙌				
7	<a href="#">of My Best Career Tools... for FREE!</a> 🙌				

[Add](#) 1000 more rows at the bottom





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# Chat GPT & the Job Search

**Demos**

# Revise Content



You

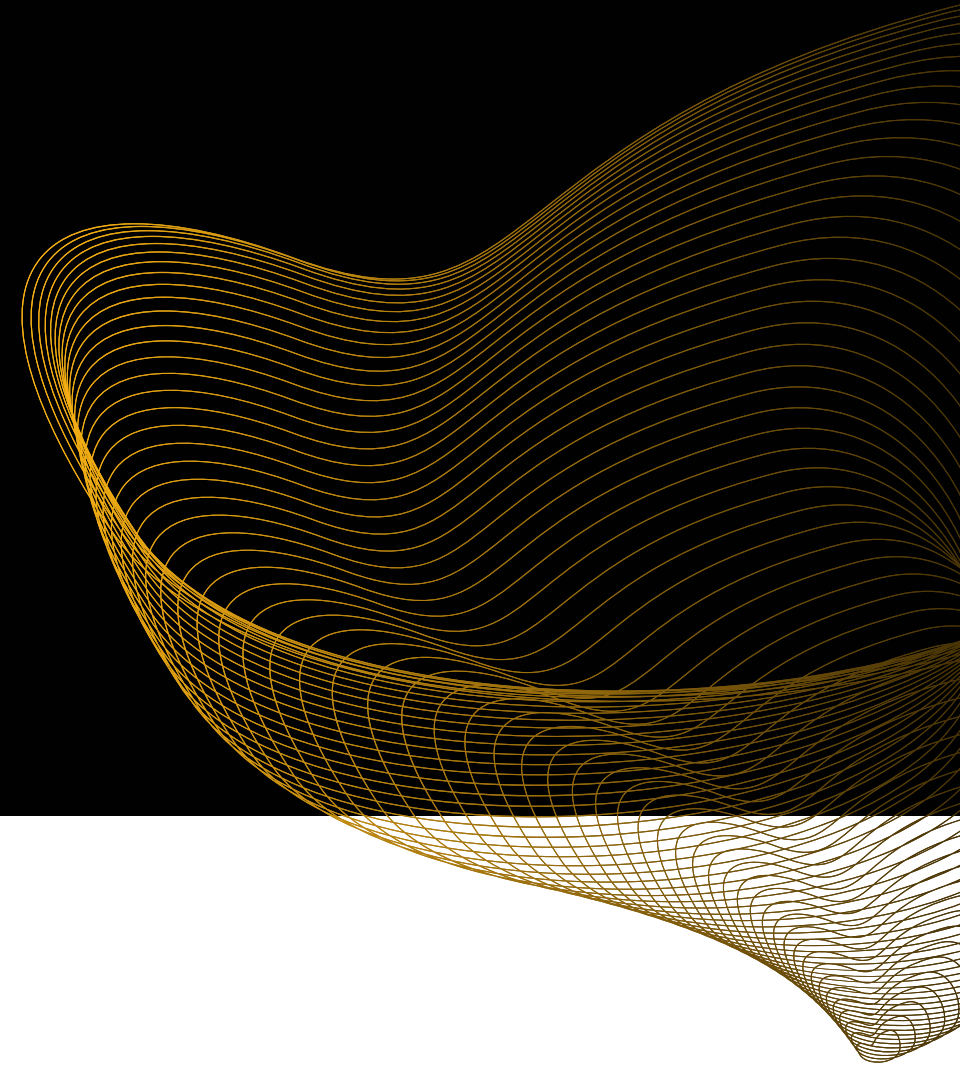
Evaluate and expand on this bullet point for my resume: Provide in-person and virtual career coaching/counseling to current graduate students and alumni

Provide ways I could rewrite this.



ChatGPT

1. Deliver comprehensive career coaching and counseling services to both graduate students and alumni through personalized in-person and virtual sessions.
2. Offer tailored career guidance and support to graduate students and alumni, utilizing a blend of in-person and virtual coaching methods.
3. Conduct one-on-one career counseling sessions for graduate students and alumni, employing both traditional in-person meetings and virtual platforms.
4. Facilitate career coaching sessions for current graduate students and alumni, integrating both face-to-face interactions and virtual consultations to accommodate diverse needs.
5. Provide holistic career counseling to graduate students and alumni, offering personalized guidance through both in-person and virtual mediums. ●



# Tailor Materials

## Using Variables



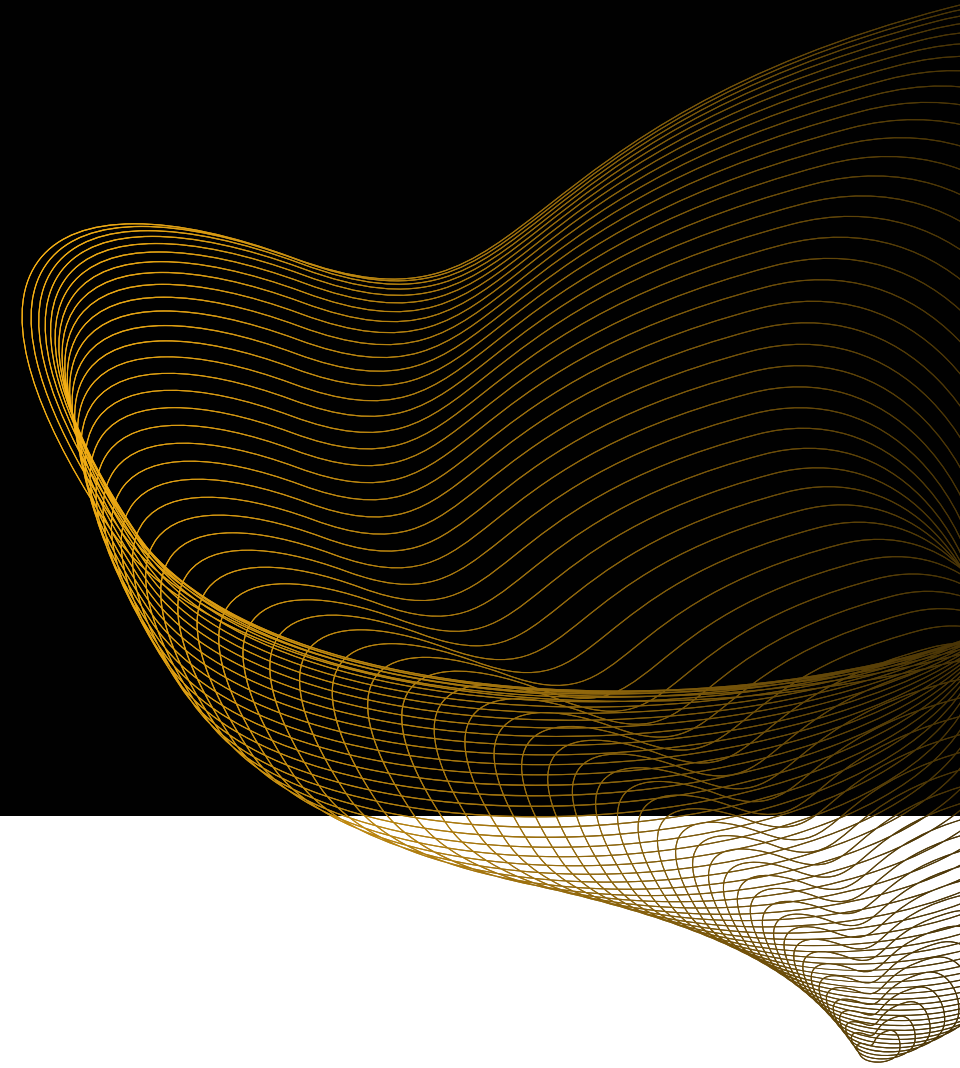
You

You are a hiring manager. I want to apply for {job description} using {resume}. List the top three accomplishments I should highlight in my cover letter.

{job description} =About the job

Responsibilities:

- Provide personalized One-on-One coaching, training, and job placement services, leveraging the unique strengths of each client.
- Cultivate positive relationships with clients, guiding them in selecting and designing education and skill-building opportunities tailored to their needs.
- Lead the development of employment plans and training in their chosen career path, ensuring a strategic and personalized approach.
- Instruct clients on navigating key milestones in the job application process, from crafting a standout resume to writing compelling cover letters and honing interview skills.
- Manage a dynamic client roster of 75+ individuals annually, conducting monthly in-person check-ins to ensure ongoing success.
- Evaluate participants' readiness for placement, identifying and addressing barriers to facilitate a smooth transition into full- or part-time employment, matching them with fitting roles.
- Sustain client success through regular contact for a minimum of two years post- placement, ensuring retention and continued professional growth.
- Coordinate engaging career development workshops and training sessions, tracking completion





# Call out Keywords

## For the ATS



How can I help you today?

**Compare business strategies**  
for transitioning from budget to luxury

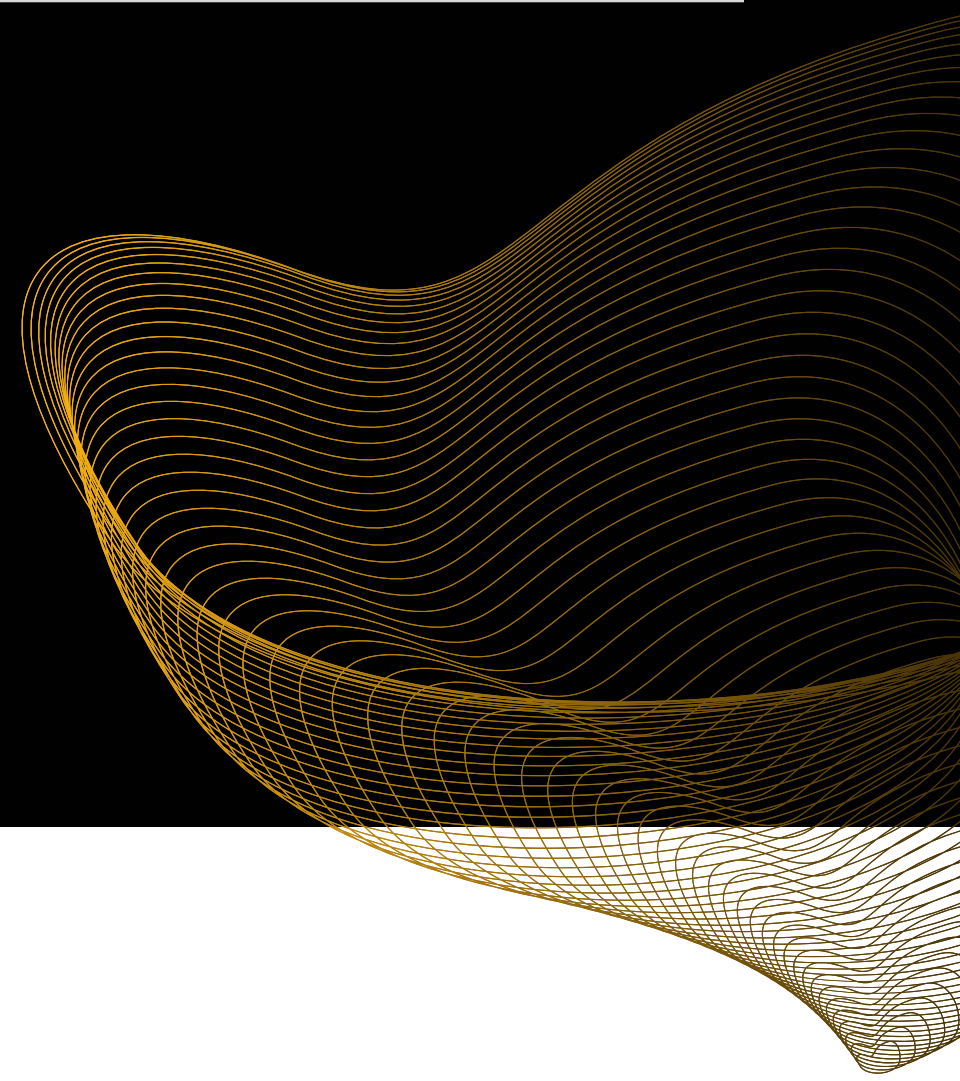
**Overcome procrastination**  
give me tips

**Plot my perfect movie**  
based on genres I admire

**Write an email**  
to request a quote from local plumbers

Call out the 15 most important keywords from this {job description}.

{job description}





# Professional Development



How can I help you today?

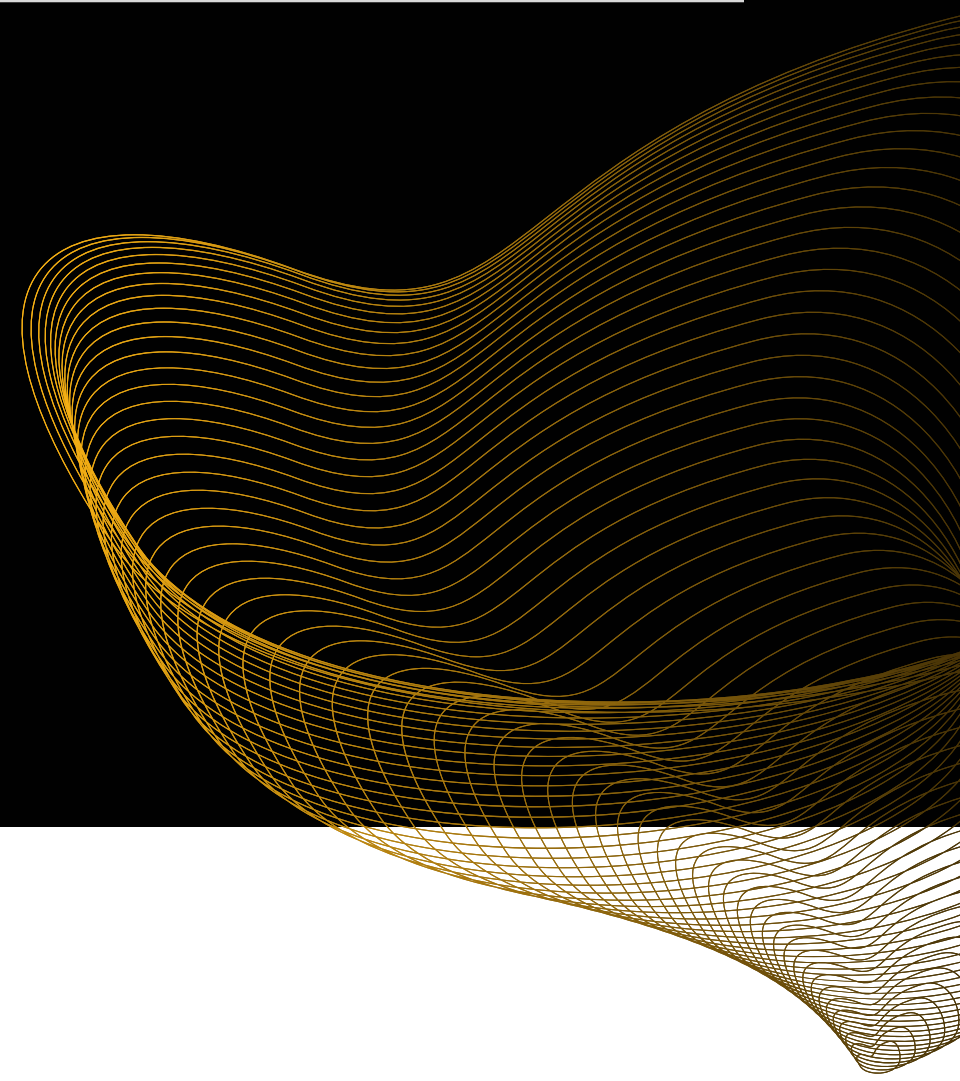
**Come up with concepts**  
for a retro-style arcade game

**Make up a story**  
about Sharky, a tooth-brushing shark superhero

**Write a Python script**  
to automate sending daily email reports

**Plan an itinerary**  
to experience the wildlife in the Australian outback

You are my career coach and I would like you to help me understand my strengths and weaknesses based on my {resume}. Please share the output as a table.





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# BONUS: Chat GPT & Interviewing

**Demos**

# Interview Prep



How can I help you today?

**Plan a trip**

to explore the nightlife scene in Bangkok

**Explain nostalgia**

to a kindergartener

**Come up with concepts**

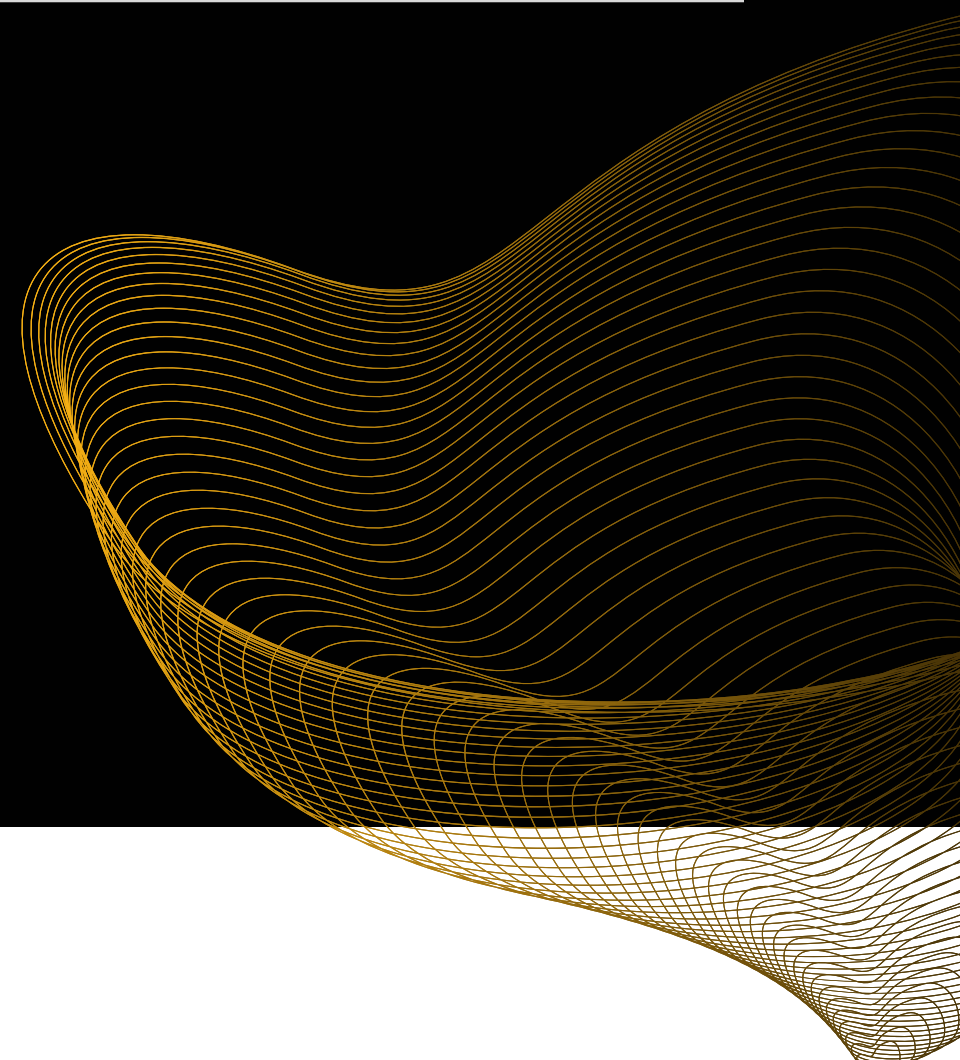
for a retro-style arcade game

**Plan a trip**

to see the northern lights in Norway

Based on this {job description}, please share 10 potential questions that could be asked in an interview.

{job description}|





# Interview Prep



How can I help you today?

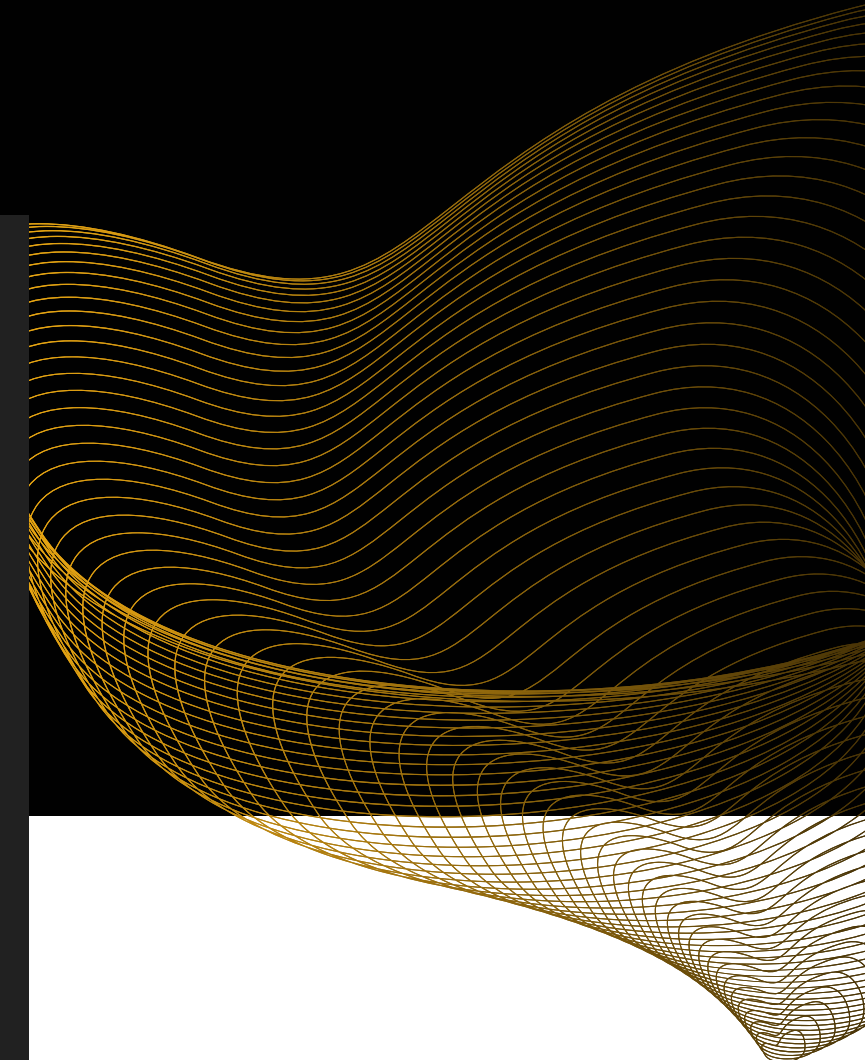
**Explain why popcorn pops**  
to a kid who loves watching it in the microwave

**Write a thank-you note**  
to a guest speaker for my class

**Make a sandwich**  
using ingredients from my kitchen

**Plan an itinerary**  
for a literary tour of England, visiting famous authors' ...

I am interviewing for {job description}. Based on this description, please help me generate 5 strategic questions to ask at the end of the interview.

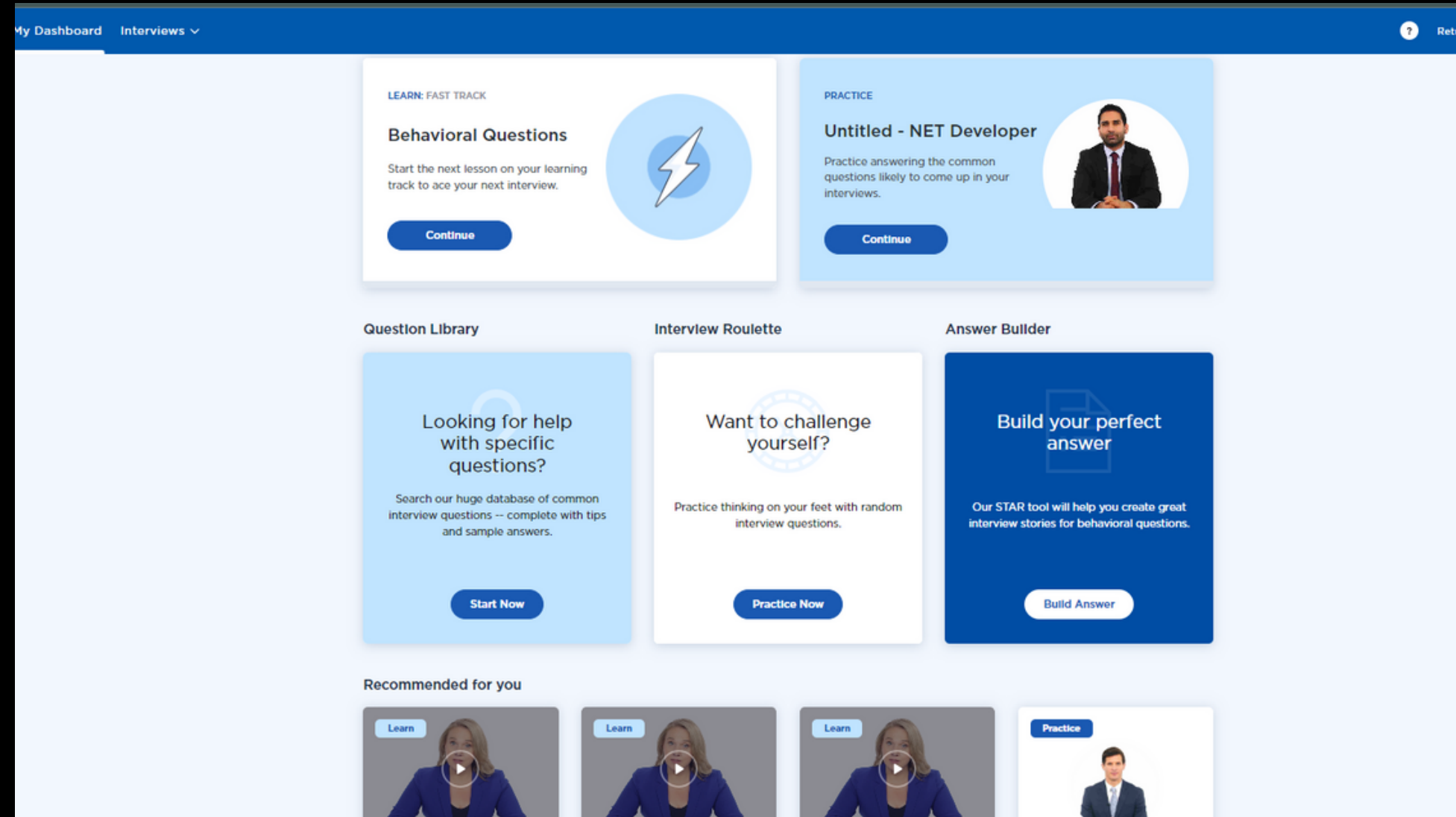
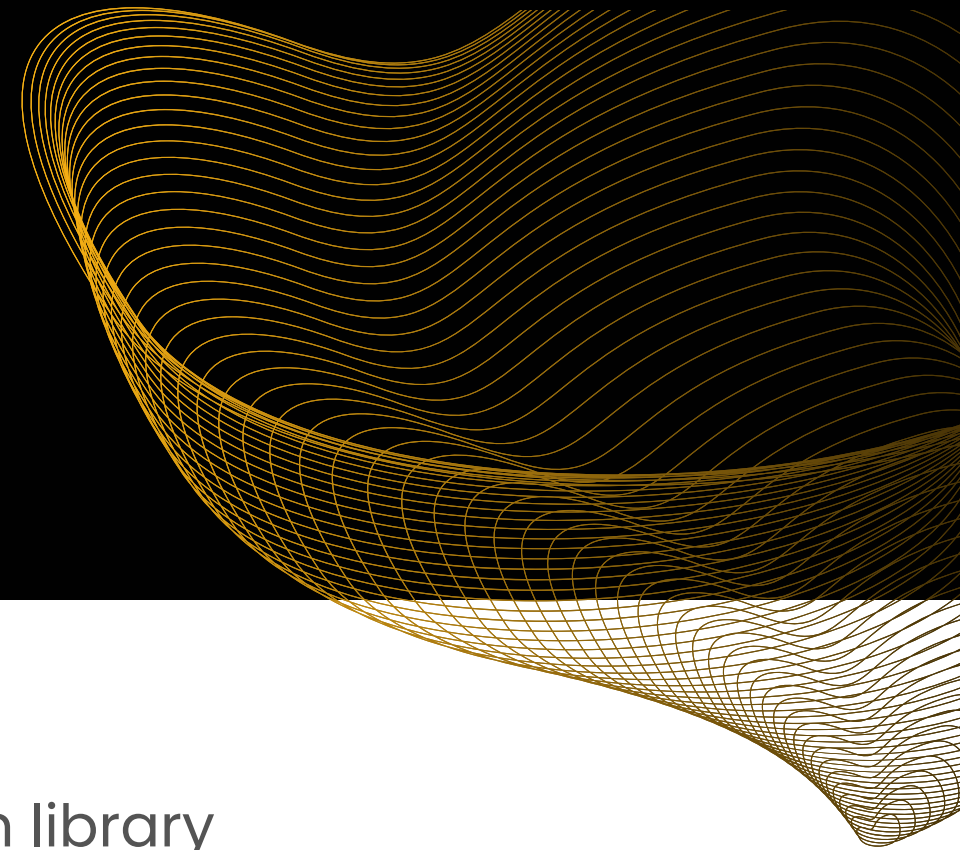


# Resource: Big Interview

umbc.biginterview.com



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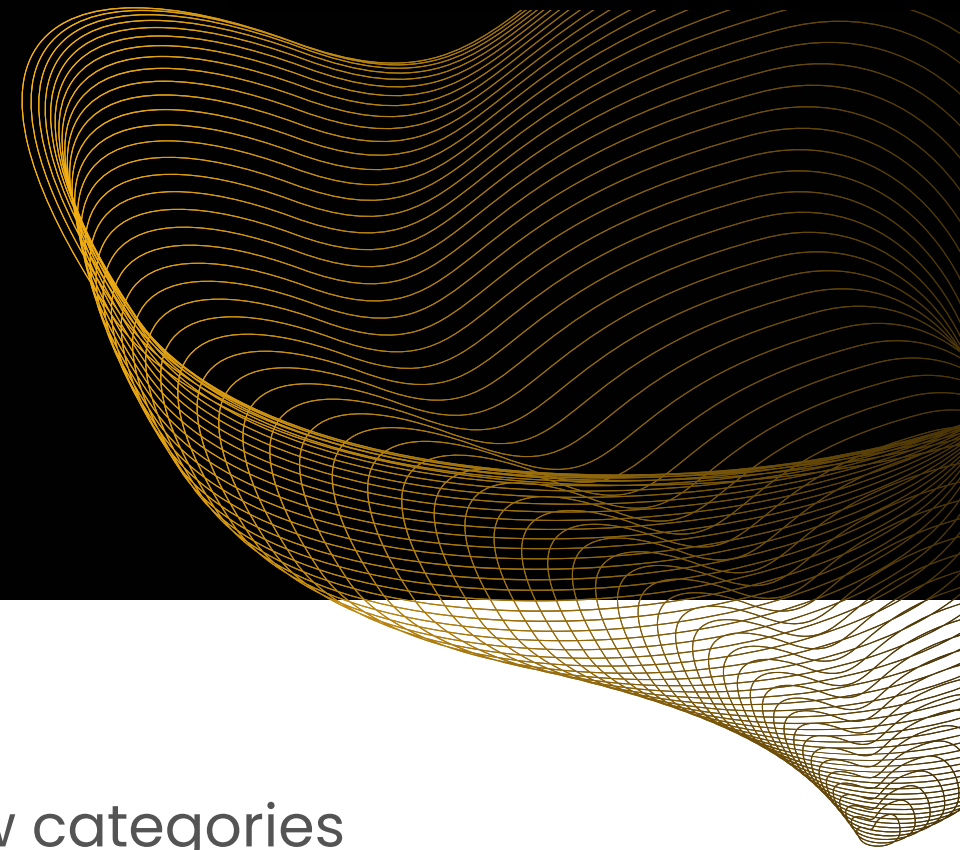


- Question library
- Practice sets
- Build answers

# Resource: LinkedIn



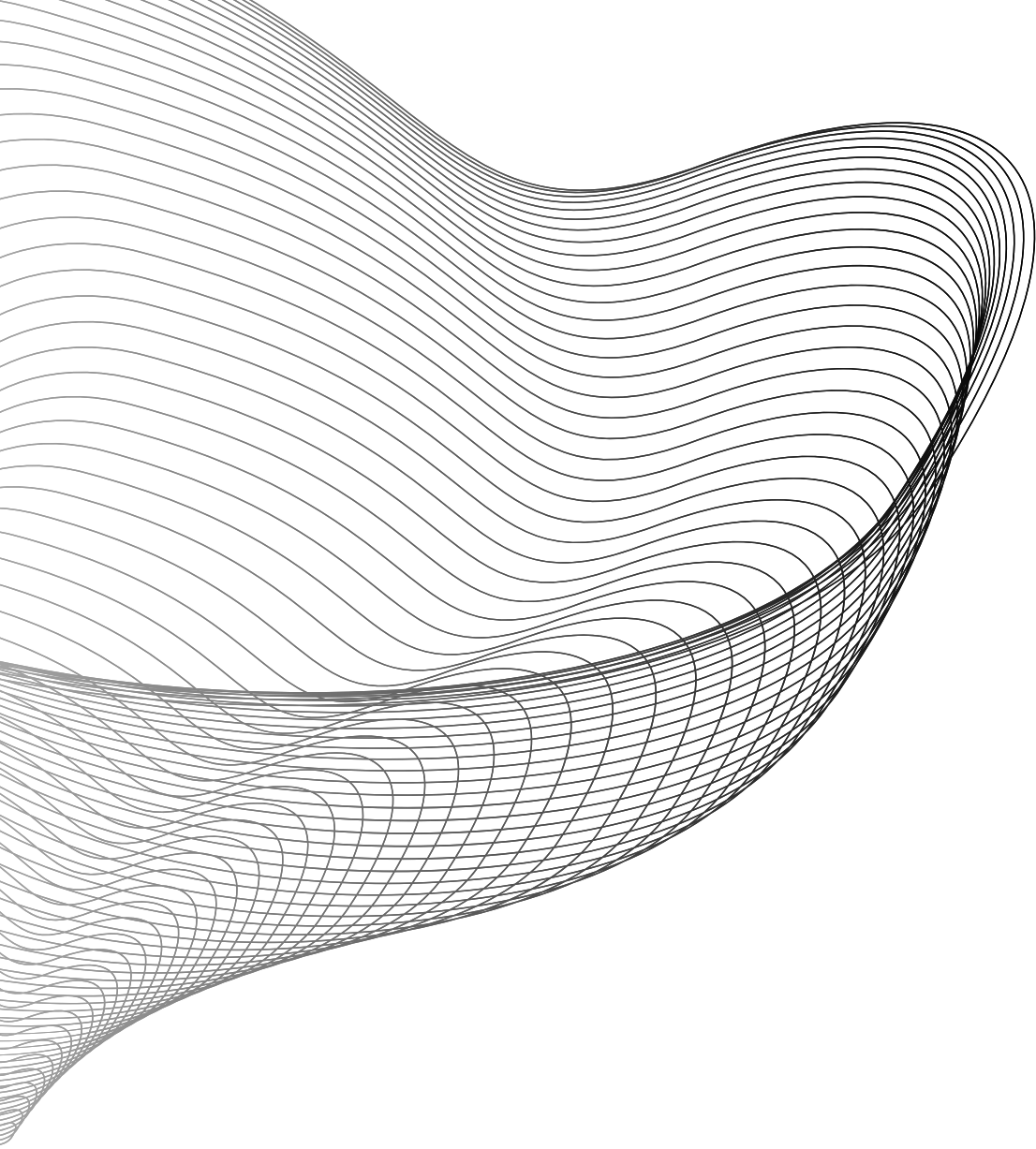
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A screenshot of a LinkedIn interview preparation tool. The interface shows a list of common interview questions on the left, such as "Tell me about yourself," "What is your greatest strength?", and "What is your greatest weakness?". A central video player shows a man, Gene Finley, a Hiring Manager, smiling. A "Video answer" modal is open over the video, displaying the question "What is your greatest weakness?" and a toggle for "Get instant, AI-powered feedback on the delivery of your answer after recording a video". A "Watch video" button is visible at the bottom right of the video player.

- Interview categories
- Popular Questions
- AI-powered instant feedback





# Final Takeaways

**AI is here to stay.**



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**AI will never replicate  
the human touch.**

**AI is a tool and we  
should treat it  
that way.**



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# Thank you Questions?

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