## Using Al to Turbocharge Your Job Search

Presented by Mark Rasch Jewish Council for the Aging – MoCo Virtual 50+ Employment Expo May 13, 2025



#### Introduction

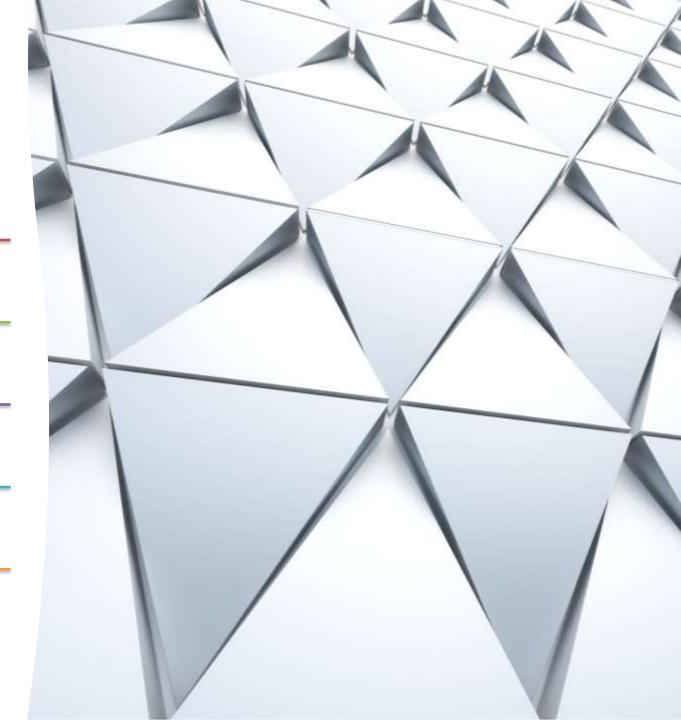
Welcome to the AI-powered job search session!

Designed for professionals aged 50+ to gain competitive edge.

We'll explore tools, techniques, and tips.

Learn to automate and enhance your job search.

Master prompts, AI tools, and personal branding with AI.



## Understanding the Modern Job Market

 Hiring is driven by digital algorithms and Applicant Tracking Systems

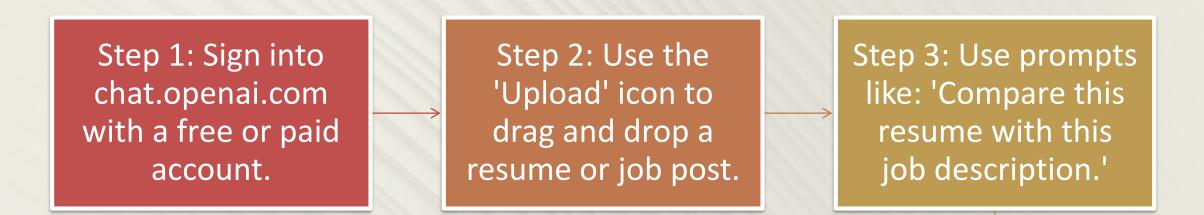
 (ATS)Networking happens online, including through AI-driven recommendationsAge bias and formatting issues can prevent qualified candidates from being seenAI helps level the playing field by increasing customization and visibility

#### Overview of Tools for the Job Search



CHATGPT: CONTENT GENERATION, PRACTICE, DOCUMENT ANALYSIS GEMINI: INTEGRATION WITH GOOGLE DOCS AND EMAIL JOBSCAN: MATCH RESUME TO JOB DESCRIPTIONSLINKEDIN: AI SUMMARIES AND RECRUITER-TARGETING TOOLSINTERVIEW WARMUP (GOOGLE): BEHAVIORAL PREP AND FEEDBACK

#### Using ChatGPT Step-by-Step



Step 4: Ask: 'What keywords are missing from my resume?' Step 5: Prompt: 'Rewrite this resume to better match the job.'

#### **Comparing AI Tools**

- ChatGPT: Best for content generation and interactive Q&A.
- Gemini: Google's AI tool with deep web integration.
- Jasper: Tailored for marketing and branding support.
- Jobscan: Resume-to-job comparison and ATS optimization.
- Interview Warmup: Google's tool for mock interviews.



### For All Prompts

- "Same but..."
- Tell it what tone "warm," "friendly," "analytical," "pursuasive," "entertaining," "informative.."
- Tell it purpose/audience "to maximize ATS scoring"
- Rewrite, rewrite rewrite



#### How to Use ChatGPT (Demo)



Go to chat.openai.com and log inUpload a resume (with paid plan or via text paste)



Use prompt: "Compare this resume to this job listing. What's missing?"



Request: "Rewrite this resume summary using keywords from the job post."



Prompt: "Suggest bullet points to modernize this work history."

## Prompts for Resume Drafting



"Modernize this resume for a tech role at age 58."



"Add achievements to my project manager experience."



"Use keywords from this job post in my resume."



"Remove outdated tech and jargon from my resume."



"Make this resume more engaging and concise."

## Resume Writing with Al

- Upload text of your resume and paste a job listing
- Prompt examples:
- "Highlight achievements that match this sales man position."
- "Turn this paragraph into bullet points using action
- "Create a hybrid resume format with this content."
- "Remove outdated jargon and modernize this technical resume".
- We quantifiable results to rewrite this section."

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OBJ	ECTIVE
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#### **Resume Tools Compared**



ChatGPT: flexible, promptdriven, requires iteration



Jobscan: structured resume-to-job comparison



Resume.io: ready-made templates and guided input



Rezi: AI-based scoring for ATS optimization



Google Gemini: integrates with your email and Drive for real-time editing

#### Matching Your Resume to a Job

- Use Indeed or LinkedIn job listings
- Paste the description into ChatGPT or Jobscan
- Prompt: "What keywords and skills does this job value?"
- Prompt: "Update my resume to reflect these responsibilities."
- Prompt: "What is this employer looking for that's missing in my resume?"



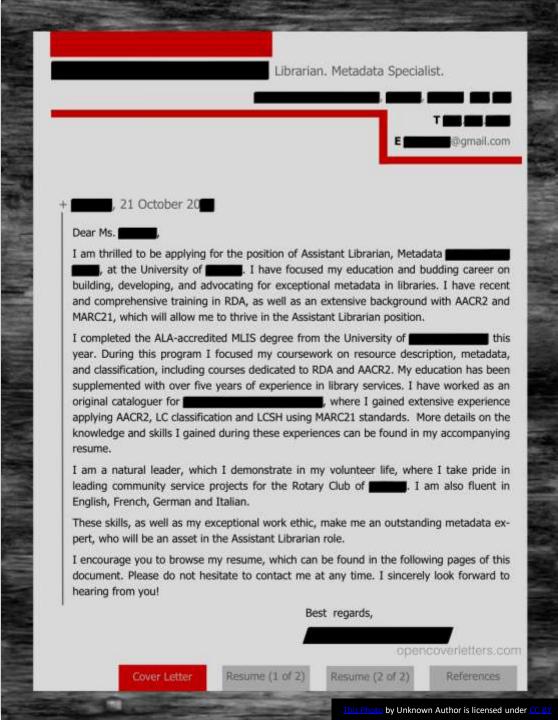
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#### Writing Cover Letters with Al

- Prompt:
- "Write a cover letter for this job, based on my resume."
- Prompt: "Make the tone more confident and concise."
- Prompt: "Add a specific example to highlight my leadership skills."
- Prompt: "Align this letter with the mission of [company name]."
- Prompt: "Write this for a nonprofit communications role."



# LinkedIn Optimization with AI

- Prompt: "Write a professional summary based on this resume."
- Prompt: "Suggest SEO keywords to help recruiters find me."
- Prompt: "Create a new headline to attract tech recruiters."
- Prompt: "What should I include in my About section?"
- Prompt: "What LinkedIn groups should I join for data analytics?"



#### Using AI for Personal Branding

- Al can generate:
- Blog posts on your area of expertise
- Summaries of your achievements
- LinkedIn posts and replies
- Articles for Medium or Substack
- Personal website content
- Prompt: "Write a post summarizing my experience in healthcare IT."



#### Establishing Authority and Bona Fides

- Use ChatGPT to:
- Respond to posts in professional groups
- Draft industry commentary and article summaries
- Create FAQs or explainers on niche topics
- Highlight volunteer work or board roles
- Prompt: "Write a 300-word article about ethical AI use in HR."



#### Networking with AI

- Al helps identify common interests, suggest follow-ups
- Prompt: "Write a message to reconnect with a former colleague."
- Prompt: "Draft a thank-you note after a Zoom networking session."
- Prompt: "Suggest ways to introduce myself in a professional Facebook group."
- Prompt: "What can I post on LinkedIn to celebrate my return to the workforce?"

## SMART PROFESSIONAL NETWORKING



### Al for Interview Practice

- "Ask me 5 behavioral questions for a healthcare role."
- "Grade my answer to this STAR-format question."
- "Simulate a Zoom interview for a remote position."
- "Provide feedback on this answer: [insert response]."
- "Rewrite my answer to show leadership skills."



## Thank You!

