

# Using AI Ethically in Job Search

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## About Paul Cameron

- IT Recruiter for 25 years & Job Search Mentor
- Founder, Speed Up My Search, Inc. (DriveStaff)
- Author, "IT Resume Mastery" Find it on Amazon
- Professional Resume Writer, Interview Coach, Executive Job Search Coach...



→ For 100+ Free job search videos: [YouTube.com/SpeedUpMySearch](https://www.youtube.com/SpeedUpMySearch)

→ Connect with me on LinkedIn for a full bio: [linkedin.com/in/paulcameron](https://www.linkedin.com/in/paulcameron)

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## My Goal:

**Show you how to use ChatGPT and AI Tools  
*efficiently & ethically* to find and land jobs.**

## My Challenge to you...

...tell someone you were here/watched tonight.

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## ChatGPT, AI, & Automated Tools

- Best Practices for AI
  - Finding & Analyzing Job Leads
  - Apply Faster **\*\*Bonus addition!**
  - Use AI ethically to update resumes
  - Preparing for Interviews
- For review and for those who could not be here:  
[SpeedUpMySearch.com/sthuberts](https://SpeedUpMySearch.com/sthuberts)

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## Best Practices for AI

### When to use AI & when NOT to use AI



Use it if ALL the following are true:

1. It can do the task as good or better than you can do it
2. It can save you time by doing the task for you
3. The results will not embellish facts or compromise integrity.

If it can do the task better, faster, and correctly, then use it!

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## ChatGPT Prompt Engineering

- Not a google search, it's a conversation (i.e. *chat*)
  - Internet knowledge is current on paid version
  - Advanced text prediction tool
- ➔ prone to mistakes
- ➔ Autocorrect relative



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## ChatGPT Prompt Engineering

- **Role** = Act as a [title] with expertise in [specialty].
- **Context** = situational user info + what you want to happen
- **Instruction** = Tell it what if information you want it to provide
- **Give examples** of results to reference for better outputs.
- **Output format:** Tables, paragraphs, bullet points, text formats

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## Helpful ChatGPT Refining Prompts

- Let's think step by step.  
→ creates more detailed responses
- Be critical of yourself, why is your answer was bad?  
→ *then*: Using your criticisms, improve your answer.
- What are the pro's and con's of...
- Prioritize unorthodox, lesser-known advice.

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## Job Lead Analysis

### **Sources for Job Leads:**

- Search People & Profiles
- References & Former Coworkers
- Search "Hiring" AND "[your title]"
- News sources – moving to area
- ChatGPT Tasks

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## Job Lead Analysis

How do you know a job is a great fit?

- What are the key responsibilities?
- Are there any red flags about the job?

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## Job Lead Analysis

Act as an experienced recruiter with expertise in assessing the essential responsibilities within a job description and analyze the job description below.

1. Identify the 3 most important responsibilities of this job.
2. Find any required skills that are not typical for someone in this role to possess.

**For example,** it would be unusual to require programmers to repair printers. I'm looking for any indications that this job might not be exactly as it is being portrayed and the insights it reveals about the status of the organization.

Let's think step by step. Job Description: [paste description here]

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## Cool Tool

- What needs to get done?
- How do I say this in less words?
- What did that person mean when they said that?
- Try <https://goblin.tools> – it's completely free, no signups, no logins, just use it!



**goblin.tools**

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**Apply Faster – a new course!!**

**APPLY NOW**

From clicking Apply to clicking Submit

**SUBMIT** >

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**Create a Master Resume**

1. Save a 2<sup>nd</sup> copy of your resume titled **"Master Resume"**
2. Use it as a repository of bullet points
3. Swap bullet points in and out

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**Use Text Shortcuts!**

- Text Blaze: Chrome Extension



- Free version = 20 snips
- Pro version = \$2.99/mo paid annually \$36
- **Mac users** try Keyboard Maestro, also \$36

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### Shortcuts to set up

1. Each job experience and title the shortcut “\job1”, “\job2”, “\job3” etc.
2. Your education saved as, “\edu1”, “\edu2”, “\edu3”
3. Your certifications saved as, “\certs”
4. **Blind Resume:** A resume without contact information. Save as “\blind”
5. Anything from your resume you manually typing in more than once.

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### Job Applications

- How much time on job applications? 2 – 3 hours?
- Use Simplify to auto-fill applications, TextBlaze for filling in all other forms.



Simplify



TextBlaze

- **Caution!!** Do **NOT** auto apply to 5K jobs all at once!!

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### Speed Up the Application Process

- Quick job analysis – “/joba”
  1. Identify the top 5 key responsibilities.
  2. Identify unusual skills required **that could differentiate me as a strong fit.**
  3. Identify the top 10 most used keywords relative to the skills required.

[paste the job description]

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## Speed Up the Application Process

- Quick job fit analysis – “/resa”

Based on your job analysis, analyze my resume to identify

1. My strengths that fit the key responsibilities
2. Any unique requirements that would differentiate me
3. The matching and missing keywords on my resume.
4. Are there irrelevant skills and experiences on my resume that I should remove?

Here is my resume:

**[paste your blind resume]**

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## Customizing Resumes

- Resume ethics & integrity
- Opt-out when required.
- **Do NOT:** Tell ChatGPT to tailor/create your resume from the job listing

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## Customizing Resumes

- 2 Key Ways to Improve Bullets
  1. Add Impact
  2. Quantify

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## Customizing Experience

### Identifying why your work is important: Prompt 1

Act as an IT Strategist with expertise how IT impacts business strategy, customer satisfaction, and company growth.

Analyze this bullet point to deduce 5 positive outcomes this work may produce. For each one, ask if I've ever produced that outcome.

Here is the bullet point from my resume:

[paste bullet point]

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## Customizing Experience

### Identifying why your work is important: Prompt 2

Numbers [2 and 3] are true for me. Using those outcomes as a reference, rewrite my original bullet point in 5 unique ways to include reasons why that work is important.

Do not use personal pronouns and use between 7 and 15 words for each option.

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## Customizing Resumes

### Quantifying your work experience: Prompt 1

Act as an IT Strategist who understands how IT professionals are measured to quantify successful performance.

I do not know how the work in my bullet point below was measured or how to quantify my accomplishments in it.

Can you help me understand the success metrics of this type of work and give me at least 5 possible options?

Here is the experience point: [paste bullet point]

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## Customizing Resumes

### Quantifying your work experience: Prompt 2

Number [2] is an accurate way to measure my work.

Using that metric, rewrite my original bullet point in 5 unique ways using this structure:

"Improved [measurable thing] by [% or \$] by doing [skill-based task]"

Do not use any personal pronouns the 5 reworded options and use between 7 and 15 words for each option.

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## Interview Prep

- How do you prepare? What do you look for?
- Research LinkedIn profiles?
- Mock Interviews? Practice answering questions?
- How you get questions you can't think of?
  - Ask ChatGPT for them!

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## Interview Research Prompt:

Act as an experienced recruiter with expertise in LinkedIn profile analysis.

- Briefly summarize their 3 most noteworthy career accomplishments.
- List up to 2 unique aspects of their career progression compared to others with that job title.
- Suggest 3 insightful questions I can ask during my job interview to demonstrate genuine interest in this individual.
- Profile: [paste profile here]

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## Interview Prep

**Get good questions to prepare:**

Act as a hiring manager interviewing me for a [Job Title] and you are an expert in the primary skills required for the role which I have pasted below these instructions.

Give me 3 challenging job interview questions you would ask me to determine if I am qualified for this job based on the skills required.

Then, pretend you are interviewing me for the same job as an HR Director who is an expert at determining a candidate's ability to work well within a team of technical experts and give me 3 new interview questions without duplicating the questions you asked as a hiring manager.

All questions must be related to the requirements of this job pasted below. Do not include questions about travel, benefits, or education. [paste the job description]

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## Where did that prompt come from?

- 1. I found good question I liked
- 2. I asked ChatGPT what prompt to use.
- 3. I used that prompt.
- <https://interviewai.io>



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## Can AI help you land faster?

- Find unique jobs & understand them better
- Customize your resume for impact
- Prepare for interviews for specifically
- Use tools and resources to increase quality & save time

**Would you land faster than someone who didn't?**

Seek out books like Martin Yate, Harvey Mackay...

Rick Pitino's "Success is a Choice"

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## Contact Information:

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## [SpeedUpMySearch.com](http://SpeedUpMySearch.com)

An Aggressive, Structured Approach to Job Search

**Job Search is a process anyone can learn...**

- ✓ Customized search plan to ensure consistent improvement
- ✓ Strategic resume structures to get more employers calling you
- ✓ Advanced Interview Preparation to get better results

**...and you can study at your own pace!**

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## To get Chrome Extensions

- Chrome Web Store: [chrome.google.com/webstore](http://chrome.google.com/webstore)
- In the top-left search box type "Simplify Jobs"
- Select the "Simplify" -  **Simplify**
- Click "Add to Chrome" in the top-right corner
- Once the extension is added, a small "Simplify" icon will appear next to the address bar in your browser.

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