

# Using AI For Job Hunting



# What NOT To Do!

- Careful: AI generated content can sound
  - Robotic,
  - Generic, and
  - totally off-brand
- Recruiters have to put up with a lot of AI generated garbage
- Companies have to put up with a lot of AI generated garbage



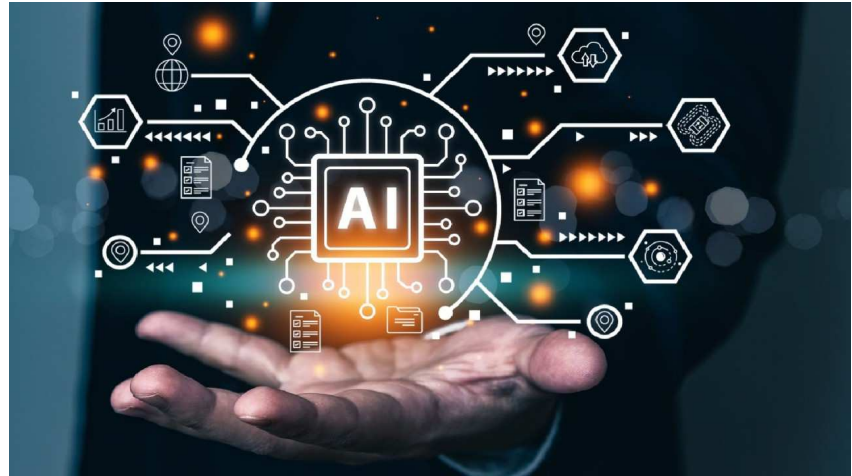
# Two Main Parts To A Job Search

- LinkedIn
  - Works for you 24/7/365
  - Lot's of competition
  - Goal is to get a recruiter's attention
    - They have a job that they are looking to fill
    - They are searching for people who can fill the job
- Your Resume
  - Only useful once you are in the door
  - Often have to deal with ATS (Applicant Tracking System)
  - Does it pass the 6 second test?



# Say Hello To AI Tools!

- ChatGPT
- CoPilot
- Gemini
- Claude



I've selected Claude because it seems to be better at generating well worded responses.

# Let's Talk About LinkedIn

- Your LinkedIn profile is really your best resume.
- Recruiters trawl LinkedIn to find candidates for a given job opening.
- Set a reminder: Switch some keywords in your profile every two weeks – site's algorithm will rescan it and keep it at the top of recruiter searches.



# What Do I Know About Richard?

Richard Beatie

College Degree - USF 1970, Electrical Engineering

TECO -Distribution Engineer 1974

Designed and wrote computer applications related to distribution engineering.

TECO -Meter Engineer 1975

Innovated software to better manage translation of meter data for revenue billing and managed the metrology laboratory.

TECO - Senior Engineer - IT - 1976

Supported computing for engineering departments and the corporate financial office.

TECO - Senior Engineer - Dispatch Center - 1979 [Fired]

Managed team of engineers who did generation planning and dispatch of electric power.

TECO - Senior Programmer - IT - 1992 [Fired]

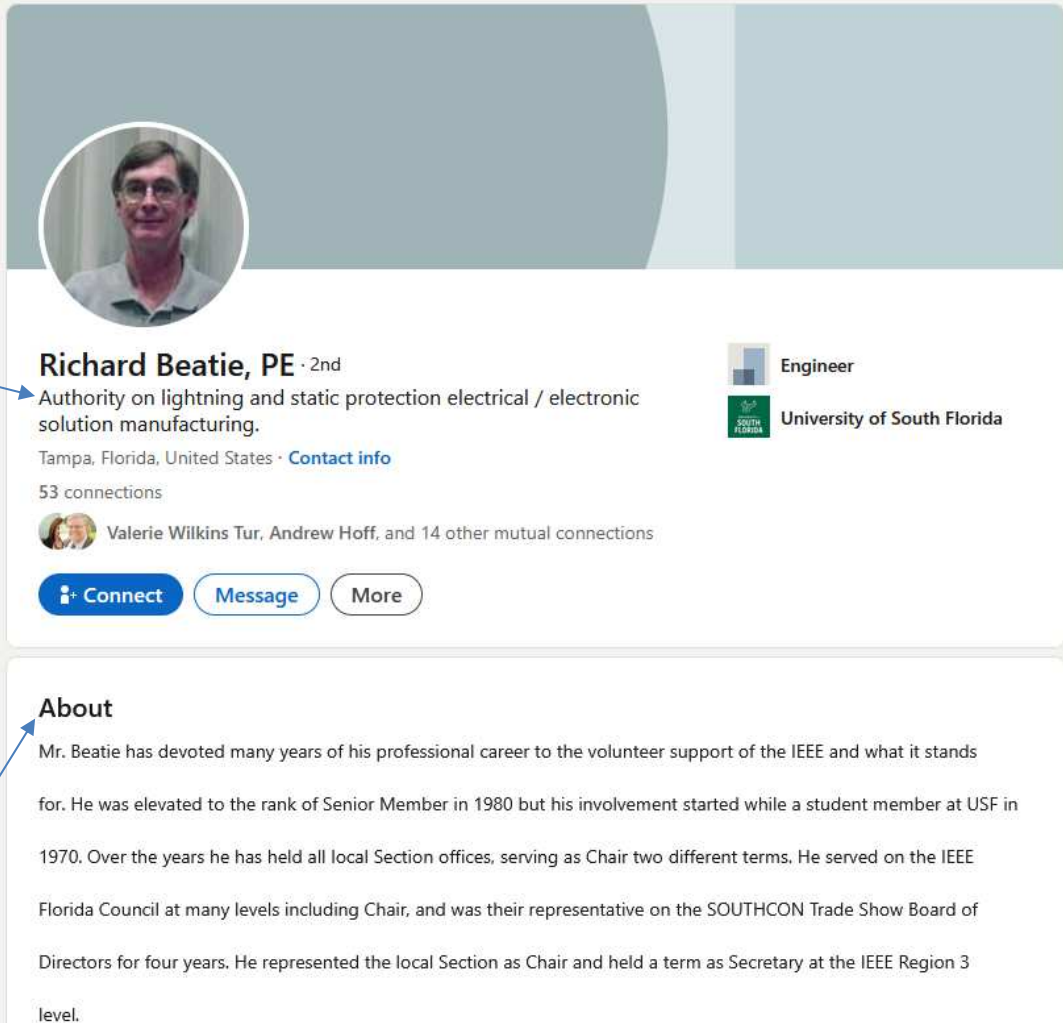
Created a department "Engineering and Scientific Support" managed 24 people. Supported computer software design for engineering departments throughout TECO.

TECO - Senior Engineer - Telecom Department - 1994 [Fired]

Managed radio system supported communications network.

# Your Linked In Profile

Describes the job that you are looking for



**Richard Beatie, PE** · 2nd  
Authority on lightning and static protection electrical / electronic solution manufacturing.  
Tampa, Florida, United States · [Contact info](#)  
53 connections  
Valerie Wilkins Tur, Andrew Hoff, and 14 other mutual connections  
[Connect](#) [Message](#) [More](#)

**Engineer**  
**University of South Florida**


**About**  
Mr. Beatie has devoted many years of his professional career to the volunteer support of the IEEE and what it stands for. He was elevated to the rank of Senior Member in 1980 but his involvement started while a student member at USF in 1970. Over the years he has held all local Section offices, serving as Chair two different terms. He served on the IEEE Florida Council at many levels including Chair, and was their representative on the SOUTHCON Trade Show Board of Directors for four years. He represented the local Section as Chair and held a term as Secretary at the IEEE Region 3 level.


Describes you. Great place to include nouns that a recruiter might be using to find a candidate


# Your Linked In Profile

Provides an opportunity to describe what you did during each job.

## Experience

**Consultant**  
Engineer  
Jan 2010 - Present · 15 yrs 6 mos  
Tampa/St. Petersburg, Florida Area

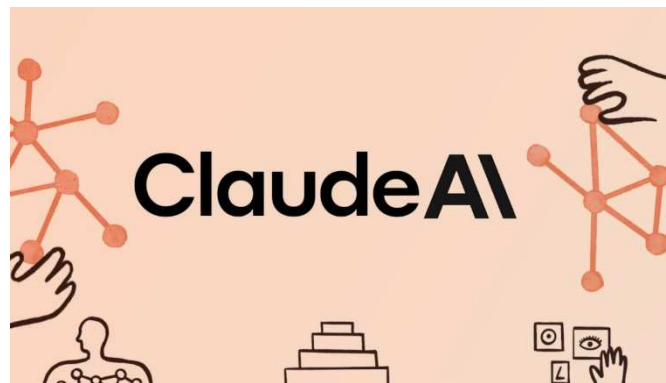
**Professional Engineer**  
Engineering Consultant  
1995 - 2011 · 16 yrs

**Manager, Engineering & Scientific Support**  
Tampa Electric Company  
1970 - 1994 · 24 yrs



# Taking with Claude

- "I am a professional engineer. I have worked for the Tampa based electrical company called TECO. I would like to update my LinkedIn profile with a description of my experience at TECO. Here is a list of the jobs that I had while I worked there:"
- "How about three accomplishments?"
- "Here is my next job. How can I update my LinkedIn profile experience section to include it ?"



# LinkedIn's About Section

- "Here's a complete list of my work history. Could you suggest what I could put into my LinkedIn account About section?"



# Let's Talk About Your Resume



- Your resume has to be highly "skimmable".
- The recruiter is looking for the 4-5 things that the hiring manager said that the candidate needed to have or they were not to be considered.
- A resume that is hard to skim or does not mention key skills will not get you a chance to get an interview.
- Focus on your relevant professional work history. Recruiters are looking for a match to the job that they are trying to fill.
- 2-page resume is ok. Include enough white space to make it "skimmable" and include bold job titles to help with skimming.
- Soft skills are for the interview. A resume is for hard skills which are best told through numbers.

# What Makes A Great Resume?



- Most recruiters review résumés for less than 10 seconds
- Storytelling
  - Tell a precise story of career growth
  - In describing the roles you've held earlier in his career, focus on smaller-scale project impact; in your more recent roles, showcase how you led product decisions or mentored others.
  - Each role should built logically on the previous one, and highlighted progression — either in scope, skillset, or leadership,
- Positioning
  - Favor projects over certifications
- Clarity
  - Show clear impact of work and projects, not just tasks
  - Every bullet point on your résumé should include a tangible result — metrics or improvements that demonstrated real impact. This frames your work as meaningful and effective, not just functional.

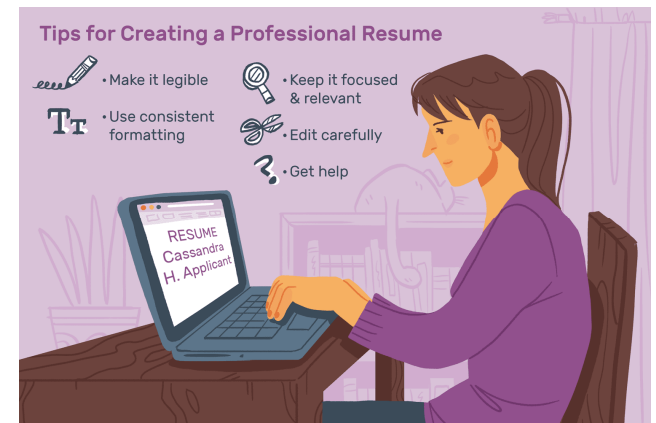
# What Makes A Great Resume?



- Even the best résumé content can be overlooked if the formatting is messy.
- A readable résumé feels more professional, even before a single word is read by a recruiter.
- Opt for clean fonts, consistent spacing, and clear section headers. Avoid dense blocks of text and add just enough white space to make for a comfortable reading experience.
- Print out your résumé out first to see how it looks on paper before submitting it online.
- There is value in tailoring résumés to the position you want, studying job descriptions, and integrating keywords from them to get past ATS (applicant tracking systems) filters.
- Applicants should aim to work relevant keywords into the professional summary on their résumé and elaborate on them in the bullets of the experience section.

# Let's Create A Resume For Richard

- "Assume that you are an expert resume writer with 20 years of experience helping tech professionals land their dream job."
- "I need a resume created. Here is the information that I have on my career:"
- In bullets under each work experience you want to list your accomplishments, not your tasks.
- Ask AI: "Do the following bullet points sound like accomplishments or tasks? Please specify which ones sound like tasks."
- Do not use AI to make up your accomplishments! Only you know this.



# Let's Create A Resume For Richard

- How did what you do benefit the end user or the company?
- Showcase your results
  - "Built a tool that automated testing of the chat feature and achieved significant cost savings."
- "Can you suggest ways to add more results or outcomes to the following bullet points under my Work Experience section:"
- Don't just accept what AI says.
- Quantify your accomplishments.
- 60% of accomplishments should be quantified



# Let's Create A Resume For Richard

## **RICHARD BEATIE**

**Senior Electrical Engineer & Technical Leader**

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### **PROFESSIONAL SUMMARY**

Accomplished Electrical Engineer with 50+ years of progressive experience in power systems, telecommunications, industrial automation, and lightning protection technologies. Proven track record of leading technical teams, developing innovative software solutions, and designing critical infrastructure systems across utility, telecommunications, and industrial sectors. Expert in SCADA systems, high-voltage applications, and electromagnetic protection with extensive experience in both corporate and consulting environments.



# Top Of Resume



- Grab attention with a strong objective or professional summary at top of resume.
- **Objective:** less than 2 years of experience, highlights your education, states your career goals
- **Professional Summary:** more than 2 years of experience, highlights past professional experience, showcases expertise and key achievements
- For an objective statement:
  - "Can you help me write an objective statement for my resume? Here are my top 3 achievements in college: A,B,C. For my career goal, I want to achieve X."
- For a professional summary:
  - I want to build my leadership skills while contributing to games that delight players.
- "Can you make it more succinct and impactful and keep it under three lines?"
- "Based on the work experience that I am about to share can you create a professional summary for my resume that's no more than 3 lines? Here's my work experience:"

# Tailoring Your Resume



- A tailored resume will always outperform a "one size fits all" resume.
- Do not rewrite your resume from scratch for each job that you apply for.
- You need one "master resume" that is 90% ready for every job that you will apply for.
- Note that you should be applying to jobs that are similar: not sales, marketing, IT, customer support, etc.
- We need to understand what kind of role we want – and why we want it.
- Figure out what hiring managers for those roles really care about
- This is how you build one master resume
- Tailoring your resume should not take any more than a few minutes

# What Do Recruiters Look For?

- Your job title
  - Your years of experience
  - The sector that you are working in
  - The company type and size
  - The key skills and experience required
  - Your educational qualifications
- 
- All of these items should be covered in your master resume.



# Why Tailor?

- Does my professional summary directly reflect the job requirements?
- Can someone instantly identify my industry experience, key skills and relevant tools?



# How To Tailor?

- Match the job title
  - If the job description says that they are looking for a "senior project manager" and your resume says "project lead" – change it
- Adjust your top bullet points
  - Don't just list job duties, mirror the job description
- Make your qualifications obvious
  - Want 5 years of experience? Put it in you summary.
  - Software skills? Put it in your summary.



# Match The Job You Are Applying For



- Tailor your resume to the job that you are applying for.
- An Applicant Tracking System (ATS) is a software application used by many companies to manage and streamline their entire recruiting and hiring process.
- To beat the ATS, you must include the relevant keywords that are included in the job description.
  - <https://wordart.com/>
  - "Based on the following job description that I am about to share, list the top 20 keywords that I should include in my resume to prove that I am the best candidate for this role. Here's the job description:"
- Edit resume to strategically include the keywords.
- Include 12 of the 20 keywords.

# Final Check

- Do final check: ask AI
- "Based on the job description that I shared above and my updated resume that I am about to share, does my resume effectively prove that I can do this job well? If not, please list out what you see missing and any suggestions you may have. Here's my resume:"

