# Wanda's AI-Assisted Résumé

In order to prepare for this assignment, READ the information contained in the document “Streetcrafter Background.”

## Preparing to Use AI Tools

### **Understanding AI language models**

Unlike traditional marketing tools that primarily rely on data analysis and historical trends, AI tools like [ChatGPT](https://chat.openai.com/) and [Claude](https://claude.ai/) are designed to generate human-like text responses. These AI language models can be used to understand and generate natural language, making it highly versatile for a wide range of uses, from answering questions to assisting with content creation. AI’s ability to learn from a vast body of text allows it to provide informative, contextually relevant responses across diverse topics.

You input directions, instructions, or a question and the AI tool generates a response. The input that you give to the AI tool is called a prompt.

### **Writing Effective Prompts**

* Be Clear and Specific
  + Example: Instead of "Tell me about entrepreneurship," use "I am planning to start a small business that sells camping gear. I am going to sell only online. Provide me a list of topics that are important to consider while I am in the planning stage."
* Provide context
  + Example: Instead of “Give me examples of how to market biodegradable packaging,” use "You are an expert in marketing. I am working on a new material that will use recycled paper and beeswax and turn them into packaging that can be composted. This material will be used to package food. Suggest 5 different marketing strategies for biodegradable packaging that will be popular with market segments composed of different generational groups."
* Iterative Approach
  + Example: Initial prompt: List 10 innovative marketing strategies used in social media marketing.
  + Example: Follow-up: Of these strategies, which are most effective for health and wellness products?

### **Verifying AI-Generated Information**

* Cross-Check Facts. Do not assume that AI generated output is accurate or authentic. AI often makes up fictional responses to answer questions. Because you cannot be certain of the source of the AI’s output, it is important to verify AI responses with credible sources.
* Critical Thinking. While its responses may seem like AI is doing analysis and critical thinking, the AI tool is actually programmed to respond to your prompt based on patterns in language. It is analyzing those language patterns to generate a response. This is very different from the synthesis of information and critical thinking about concepts that your human mind does naturally. You have to review each response and evaluate the plausibility and accuracy of AI responses and whether they logically make sense.

### **Acknowledging Use of AI**

Your use of AI should be disclosed so that you are not taking credit for work that was not created by you. Use your instructor’s preferred method of acknowledgment.

## Instructions

Medin recently worked with a marketing agency that saw his talent in making Press-art Sheets. The CEO of the agency reached out to Medin after he delivered his most recent batch of Press-ART. The CEO asked Medin if he would be interested in running the merchandising department of the agency.

Medin was very excited to work with this company. The CEO said Medin would get paid very well and could use his talent to earn a high salary. The only thing Medin needed to do was turn in a resume to proceed with the hiring process.

Putting together information from different sources is a task that an artificial intelligence tool like [ChatGPT](https://chat.openai.com/) can help you do more quickly. In this assignment, you’ll use ChatGPT to engineer prompts that will generate content that you will then use to create a resume for Medin’s job application.

**ABOUT THE AGENCY THAT WANTS TO HIRE MEDIN.**

**NAME: All Star Marketing Agency-** A marketing agency that is focused on bringing value to clients through experience and execution. ASMA creates promotional campaigns on social media. We also provide search engine optimization for businesses online. Putting on live networking events is a specialty of ours. We also provide media products like advertisements, interviews, podcasts and more.

**Job Description-** The Director of Merchandising is responsible for product appearance and supply in various stores throughout their designated geographic area. By working closely with both suppliers and manufacturers, they make certain that the promotion of specific products and services will increase sales over a period of time.

**Experience-** The CEO Johan sees alot of potential in Medin’s skills and wants him to harness his experience to generate revenue for the agency. Here is a list of Medin’s experience and highlights.

* Manage staff to complete projects for customers.
* Basic Graphic Design
* Invoicing and order management
* Customer Service
* Sales management
* Use a combination of the job description for a Director of Merchandising.

Now you can take the key points of Medin’s experience as well as the job description and use them as prompts in CHATgpt to create a resume.

1. Now take the best content generated by the AI tool and customize it further for Medin. Think of the skills and talent it takes to start and run a business then add those items to ChatGPT as well.
2. For details such as names and locations that you have not been given, use your creativity to fill out those parts of the resume. Submit the completed document.
3. Do you think this process of resume writing could be helpful in your own job search? Explain what aspects you would find helpful.

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## Rubric

|  | Excellent | Good | Fair | Inadequate |
| --- | --- | --- | --- | --- |
| **Writing and Communica-**  **tion** | Superior grammar, structure and organization with no typos | Good grammar, structure, and organization with few typos | Poor grammar and/or some typos resulting in weak communication | Lack of clarity, grammar is confusing, and/or many typos resulting in poor presentation of thinking |
| **Understanding** | Submission is comprehensive and detailed | Submission is relevant but not comprehensive | Demonstrates limited or superficial understanding of the concepts underlying the assignment | Demonstrates no or minimal awareness of the concepts underlying the assignment |
| **Application and Analysis** | Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence | Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence | Demonstrates limited analysis and some use of supporting evidence | Does not use critical analysis and/or fails to use supporting evidence |

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