Trent's AI-Assisted Résumé (Part 1)

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

We have a customer who became an employee. Trent Bosman loved our products and would regularly create T-shirts + other garments using Press-ART. He would come into the office and ask if we needed any help. Trent has a natural ability to sell and attention to detail. So Medin offered him some part-time work. Trent did a phenomenal job for Streetcrafter.

Trent’s designs started getting a lot of attention and brought good customer awareness to the Press-ART product. There is something that Medin noticed about Trent so Medin encouraged more activity like this. Over time, more sales came in for Press-ART from people who were inspired by Trent’s creations.

In fact, there was a 35% increase in Press-art sales tied directly to Trent’s referrals. Trent is looking to work for a local jersey manufacturer and doesn’t have a long record of experience or a large network. This is why Trent needs what is known as a “Functional Resume”. A functional resume can highlight the skills and talents of a person even if they don’t have a ton of professional experience.

* Create a prompt to have ChatGPT give you a variety of options that you could use for the summary paragraph at the beginning of the functional resume. See what happens if you ask ChatGPT for 3, 5, or 15 ideas.
* Now take the best content generated by the AI tool and customize it further for. For example, you can use the information on how his skills in making garments and doing sales activities increased the revenue of Streetcrafter by 35%. Submit the completed document.
* Do you think this process of resume writing could be helpful in your own job search? Explain what aspects you would find helpful.