Trent's AI-Assisted Résumé (Part 2)

In order to prepare for this assignment, READ the information contained in the document Streetcrafter Background.” You will also need the functional resume that you created in Part 1 of this assignment.

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

Trent is looking to expand his knowledge and get paid more through the summer season. Since you did such a good job helping him with his functional resume, he has come back for help on how to customize it for a job posting for a [Soccer League Managing Assistant.](https://docs.google.com/document/d/1dWpNb7TF3fITpibJMC0x8vPmLSrYY3MgeuoYOCIq008/edit#heading=h.k099tchs8jt0)

You recognize that this is another task that AI can help with!

Use the information from the functional resume that you created for Trent and the description of the Soccer League managing assistant position and edit the resume for Trent to use to apply for this very different job.

* Combine information that you know about Streetcrafter and Trent to create a prompt to give to ChatGPT or another AI tool. You will want to give as many details as possible. Try altering how you describe Trent's job to see how that changes AI-generated text.  
    
  **Example prompt**  
  I am the Order Fulfillment Assistant at Streetcrafter. [Insert a description of Streetcrafter plus details about what Trent does at work.] In my functional resume, I describe my main skills as [insert text from resume]. Edit the skills and suggest relevant new ones suitable for a functional resume to make them align with the following job: [Insert text copied from the [Soccer League posting.](https://docs.google.com/document/d/1Mu4lG9gjata-8D9WoRiOVnWV7Dy60MLtzrcNS73a9VA/edit?usp=sharing)
* Create another 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 Trent. For example, you might want to include how his sales activities and shirt making skills contributed to increased sales. 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.

Rubric

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| --- | --- | --- | --- | --- |
|  | 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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