LEVERAGING AI FOR CAREER DEVELOPMENT

AI Tools & Prompts in Career Development

Disclaimer: *The field of AI is rapidly evolving, as well as Generative AI. We are seeing AI included in many career development tools. Artificial intelligence (AI) is often trained to perform specific tasks or a range of tasks within a single context. Generative AI, also known as gen AI, is a type of AI that can create new content in response to a user's request or prompt. The Office of Career Development & Professional Engagement does not endorse or recommend any specific AI platforms. This guide isn't an exhaustive list and is provided for consideration.*

Benefits

- **Idea Generation:** AI can help you generate ideas about careers and roles in which your skills, interests, and background may align.
- **Efficient Research:** Quickly gather insights on job market trends, required qualifications, salary expectations, and recommend effective search strategies and platforms specific to your field and location.
- **Skill Development:** Identify skill gaps, suggest areas for improvement, and provide ideas for enhancing your LinkedIn profile, networking emails, and other professional communications.
- **Content Optimization:** Organize content with stronger action verbs, cohesive bullet points, and keywords that enhance ATS (Applicant Tracking Systems) compatibility, while offering feedback for a more confident tone.
- **Mock Interviews:** Generate customized practice scenarios, receive immediate feedback, and simulate realistic interviews to build confidence and refine your approach.
- **Networking & Professional Growth:** Get tailored questions for informational interviews, and suggestions for industry forums or professional organizations to expand your network and knowledge.

Ethical Considerations & Pitfalls:

Accuracy & Reliability:
- Inaccuracy, misinformation, and bias can be found in most AI systems.
- Information is not always up to date.
- Make sure to fact check and vet sources and beware of hallucinations, the official term in the field of AI. This refers to the fact that it sometimes "makes stuff up."

Security & Privacy:
- Don't input personal information. Information can be available publicly on AI platforms.

Human Touch & Context:
- AI often lacks human nuances and may not accurately reflect your personal voice.
- AI doesn't include context and awareness, what you put in reflects what you will get out of an AI prompt.

Usage Restrictions:
- Some industries and companies don't allow the use of AI.

Generative AI Tools (and their uses):

ChatGPT (OpenAI): Digital assistant with advanced reasoning capabilities
Gemini (Google): Can include formats beyond plain text including images, videos, and code
Copilot (Microsoft): Research assistant with access to the internet, William & Mary students who are 18 or older can use CoPilot chat by logging in with their William & Mary username and password
Pi (Inflection AI): Personal assistant for natural conversations

Career-Related AI Tools:
Career Exploration: LinkedIn Career Explorer, Career Bot 3000 (**https://rb.gy/oa1zfz**)
Resumes & Cover Letter Tools: Careered, Jobscan, Resume.io, Rezi, Teal, Lightcast Skills Extractor
Job Search: Career Bot 3000, Glassdoor, Land the Perfect Job with LinkedIn Course
(**https://www.wm.edu/offices/career/alumni/linkedin/**)
Interviewing: Big Interview (find it on the office website at **https://www.wm.edu/offices/career/students/resource-library/**), Google Interview Warmup
Networking: LinkedIn and other platforms use predictive analytics to make personalized recommendations
The Right Way to Use AI to Accelerate Your Career: Free webinar provided by the Office of Career Development & Professional Engagement (can be found on *wmalumni.com/events/webinars*)
https://wmalumni.com/events/webinars/the-right-way-to-use-ai-to-accelerate-your-career.php

AI Prompt Examples:
Note – Below are suggested prompts to try in AI modules, results you are seeking may not be guaranteed.
Career Exploration:
- "I don't know what my career interests are. Can you help?"
- "How can I gain experience in [specific skill or field] while still in college?"

Resume & Cover Letter:
- "I am a college student, and I am applying to be a [specific position] at [company]. Here is the [job description]. I would like to adjust my resume to highlight my relevant skills and knowledge for the position. Can you provide specific feedback on how I can rewrite my bullets for a stronger resume? Here is my [resume]."
- "Could you please help me describe my relevant skills and experiences that make me a strong fit for this role as [job title]? Specifically, I would like to highlight [mention key skills or experiences]."

Job Search:
- "How can I leverage [skill(s)] in my job search?"
- "What companies offer internships in [specific field]?"

Interviewing:
- "Please compare this resume and job description and provide questions that might be asked. Include general and behavioral questions."
- "Please act as a [name of position, e.g. software engineer internship] interviewer using this job description. I will be the candidate, and you will ask me the interview questions for the position. I want you to only reply as the interviewer. Do not write all the conversation at once. Ask me the questions and wait for my answers. Do not write explanations. Ask me the questions 1 by 1 like an interviewer does and wait for my answers."

Networking:
- "Please provide feedback on this elevator pitch [paragraph]. As a follow up: Do you have any recommendations for improvement?"
- "Create 10 informational interview questions based on this person's LinkedIn profile [LinkedIn link]."

Reminder
Remember, AI is constantly changing. While there are incredible and helpful ongoing developments in this technology, it is not recommended to be your sole source of consultation or advice. The team in the Office of Career Development & Professional Engagement are here to assist you on a personal level.