



WORKSHOP GUIDE

# How to Use AI to Job Search

## *Smarter, Not Harder*

Smarter Resumes • Easier Applications • Better Results

- ✓ Optimize your resume for ATS and recruiter visibility
- ✓ Quickly tailor your resume for multiple roles without starting over
- ✓ Write compelling, personalized cover letters using AI
- ✓ Prepare for interviews with AI-generated practice questions and responses
- ✓ Use AI for LinkedIn optimization and job search strategy
- ✓ The do's and don'ts of using AI — so you don't sound robotic or generic

*"The job market is evolving — and so should your job search strategy."*

This workshop gives you the tools to compete smarter, not harder.

Visit [parkescareerservices.com](https://parkescareerservices.com) for free resources, templates & tools

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# Why AI Is Changing the Job Search Game

**75%**  
of resumes never reach a human

**6–10 sec**  
is all a recruiter spends on your resume

**95%+**  
of Fortune 500 companies use ATS to screen candidates

*"AI doesn't replace you — it amplifies you. But only if you know how to use it strategically."*

● SECTION 2 — RESUME OPTIMIZATION

## AI-Powered Resume Optimization

Your resume is a marketing document — not a history. Here's how AI makes it stronger, faster.

- 1 Keyword Optimization**  
Paste any job description into ChatGPT or Claude and ask it to identify the top 10–15 keywords the employer is prioritizing. Then audit your resume — if those words aren't there, add them where truthful and relevant.
- 2 Achievement Rewriting with the C.A.R.T. Formula**  
AI transforms weak, task-based bullets into results-driven achievement statements. Feed it your current bullets and ask it to rewrite using the CART framework (see page 3).
- 3 ATS Formatting Check**  
Ask AI to review your resume structure and flag anything that could cause issues — columns, graphics, text boxes, and image-based formats are common culprits that make you invisible to ATS.

★ AI PROMPT TO TRY  
*"I am applying for [Job Title] at [Company]. Here is the job description: [paste JD]. Here are my current resume bullets: [paste bullets]. Please rewrite my bullets to be achievement-focused, include the most important keywords from the job description, and follow the CART format: Challenge, Action, Result, Tie-back."*

MY NOTES

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# The C.A.R.T. Formula & Tailoring for Multiple Roles

## THE C.A.R.T. FORMULA

Turn every job duty into a powerful, measurable achievement. Use this framework when prompting AI — and get better output.

<b>C</b>	<b>Challenge</b>	What problem or situation did you inherit or face? Set the context before describing what you did.
<b>A</b>	<b>Action</b>	What specific steps did you take? Use active verbs — led, designed, implemented, reduced, negotiated.
<b>R</b>	<b>Result</b>	What measurable outcome did you achieve? Quantify wherever possible: %, \$, time saved, headcount.
<b>T</b>	<b>Tie-Back</b>	How does this achievement connect to the role you're targeting? Make the relevance explicit.

**Before (task):** Managed patient intake process.

**After (CART):** Redesigned patient intake workflow after identifying 35% redundancy in documentation steps, reducing check-in time by 12 minutes per patient and improving satisfaction scores by 18% within 6 months.

## SECTION 3 — TAILORING FOR MULTIPLE ROLES

# The Master Resume Strategy

*Stop rewriting from scratch. Build a vault, then tailor in minutes.*

### STEP 1 Build Your Master Resume

Include every role, bullet, and skill. Your private vault — not what you send.

### STEP 2 Paste the Job Description

Copy the full posting into AI. Ask it to identify the top 8–10 skills the employer needs.

### STEP 3 Ask AI to Tailor It

Prompt: 'Based on my master resume and this JD, which bullets should I highlight or rewrite?'

### STEP 4 Review & Make It Yours

AI gives you a starting point. Verify accuracy, add context — make sure it sounds like YOU.

### ★ AI PROMPT TO TRY

"I have a master resume [paste resume]. I am applying for [Job Title] at [Company]. Here is the job description: [paste JD]. Which of my experiences most strongly align with this role? Please suggest the 5–6 bullets I should prioritize and rewrite any that need strengthening."

### MY NOTES

Blank lined area for taking notes.



# Cover Letters & Interview Preparation

## SECTION 4 — COVER LETTERS

### Cover Letters That Actually Get Read

*A great cover letter isn't a summary of your resume. It's a targeted narrative — why this role, this company, and why you.*

#### What Makes a Cover Letter Work

Speak directly to the employer's needs. Reference the company specifically — a recent initiative, their mission. Show you've done the research. This is the human touch AI cannot add for you.

#### How to Keep It Authentic

Read the AI draft out loud. If it doesn't sound like you — rewrite it. Cap it at 3 short paragraphs. Never start with 'I am writing to apply.' Recruiters have read that sentence ten thousand times.

#### ★ AI PROMPT TO TRY

*"Write a cover letter for [Job Title] at [Company]. Use my resume [paste resume] and this job description [paste JD]. The tone should be professional and personable — not stiff or formal. Highlight 2–3 specific achievements that directly align with their top requirements. Keep it to 3 short paragraphs. Do not start with 'I am writing to apply.'"*

## SECTION 5 — INTERVIEW PREPARATION

### AI-Powered Interview Preparation

*The people who get hired are not always the most qualified — they're the most prepared. AI levels the playing field.*

- 1 Generate role-specific questions.** Paste the job description into AI and ask for the 10 most likely behavioral interview questions for that specific role and industry.
- 2 Build CART-structured answers.** For each key question, ask AI to help you frame an answer using the CART formula based on your background. Then edit to make it yours.
- 3 Practice your 'Tell me about yourself.'** Write your answer, then ask AI: 'Does this feel compelling? Does it clearly communicate my value? How would a recruiter respond?'
- 4 Research the company.** Ask AI to summarize the company's mission, recent news, and leadership priorities. Context is what separates good answers from memorable ones.
- 5 Run a mock interview.** Ask AI to role-play as the interviewer and give you tough follow-up questions based on your answers. Treat it like the real thing.

#### MY NOTES

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## SECTION 6 — LINKEDIN OPTIMIZATION

### Optimizing LinkedIn with AI

Your resume gets you to the table. Your LinkedIn profile makes opportunities come to you — even when you're not actively looking.

#### • **Headline**

Don't just list your job title. Ask AI to write a keyword-rich headline that states your value and targets the role you want — not just the role you have.

#### • **About Section**

Ask AI to draft your About in first person, focused on your target audience — who you help, how you help them, and what makes you different.

#### • **Experience**

Apply the CART formula to each role — just as you did on your resume. AI can adapt your tailored resume bullets for LinkedIn's format.

#### • **Skills & Keywords**

Ask AI: 'What are the top 10 skills recruiters look for when hiring a [target title]?' Ensure every relevant one appears on your profile.

**Quick Win:** Update your LinkedIn headline today. It takes 10 minutes and is the highest-visibility change you can make right now. Recruiters search by headline keywords daily — make sure yours is working for you.

## SECTION 7 — JOB SEARCH STRATEGY

### Your AI-Powered Job Search Playbook

Five targeted strategies that will change how you search — and how fast you land.

- 1 Target, don't spray.** Use AI to research companies before applying — culture, values, leadership priorities. Five well-researched applications beat fifty random ones every time.
- 2 Custom cover letters in minutes.** You have the prompt from page 4. Use it for every role where a cover letter is appropriate. No more copy-paste generics.
- 3 AI-drafted outreach messages.** Give AI the context and ask it to draft your LinkedIn message to a hiring manager or warm contact. You personalize it — then send it.
- 4 Track everything.** Use a Job Tracker to manage your pipeline strategically. Free template available at [parkescareerservices.com](http://parkescareerservices.com). Treat your search like a project.
- 5 Research before every application.** When your application reflects real knowledge of the company, it shows in every word you write. That's what sets you apart before anyone meets you.

#### MY NOTES

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● SECTION 8 — USING AI AUTHENTICALLY

## The Do's & Don'ts of Using AI

*The goal is to use AI as a co-pilot — faster, smarter, and still unmistakably you.*

✓ DO

- ✓ Use AI as a starting point — always edit and personalize the output
- ✓ Feed AI specific, detailed context for better results
- ✓ Use AI to identify keywords and gaps — you fill in the substance
- ✓ Read everything out loud — if it doesn't sound like you, rewrite it
- ✓ Be honest — never let AI fabricate experience you don't have
- ✓ Use AI to go faster, not to skip the work of being authentic

✗ DON'T

- ✗ Copy AI output word-for-word without reviewing or personalizing
- ✗ Let AI invent accomplishments, titles, or skills you don't have
- ✗ Over-rely on AI for the human touch — recruiters can tell
- ✗ Submit the same AI-generated cover letter to every employer
- ✗ Let AI remove your personality — your voice is a competitive advantage
- ✗ Skip the review step — AI makes mistakes; you are responsible

● SECTION 9 — YOUR AI TOOLKIT

## Recommended Tools to Start With

You don't need all of these. Start with **ChatGPT** and **Jobscan** — those two alone will change your results.

### ChatGPT / Claude

All-purpose AI co-pilot. Resume rewriting, cover letters, interview prep, research, and outreach drafts. Start here.

### Jobscan.co

Scores your resume against any job description. Shows you exactly which keywords are missing before you apply.

### Teal HQ

AI-powered job tracker + resume tailoring in one tool. Great if you want everything organized in one place.

### Resume Worded

AI-driven resume and LinkedIn grading from a recruiter's perspective — an honest reality check.

### LinkedIn AI Features

Built-in profile optimization suggestions, AI-assisted messaging, and smart job match insights.

### Otter.ai / Fireflies

Records and transcribes mock interview practice so you can review and improve your responses.

## Ready to Take the Next Step?

Professional resume writing • LinkedIn branding • Interview coaching • Career strategy  
Free resources, templates, and Job Tracker available on our website.

[parkescareerservices.com](https://parkescareerservices.com)

[info@parkescareerservices.com](mailto:info@parkescareerservices.com)

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