



Generative AI Insights

ChatGPT for Job Search

NCEJS
October 3, 2023

Bio: Subtext



1986 – 2001:

- Fully employed
- 4 jobs

2001 - 2023:

- 7 jobs (3.6 years average)
- 40 months of unemployment

Current

- VP, Marketing, Nichiha USA
- Co-founder, GAI Insights
- ChatGPT for Job Search (launch 11/23)

CHECK OUT OUR INAUGURAL CONFERENCE
GENERATIVE AI WORLD
SEPTEMBER 12-13, BOSTON
www.GAIworld.com

Jeff Trattner
CMO | VP, Marketing | B2B Go-to-Market Strategy | Commercial Sales and Marketing Integration | Growth-Marketing | High-Performing, Revenue-Generating Marketing Organizations
Greater Cleveland · [Contact info](#)
2,205 followers · 500+ connections

GAI Insights
Case Western Reserve University - Weatherhead School of Management

Goal

100% MORE CREATIVE

100% MORE

PRODUCTIVE!

Meet Max



- **Master's Degree in Zoology**, UC Berkeley
 - Thesis: "Exploring the Unexplored: A Comprehensive Study on Cryptozoological Entities"
- **Bachelor's Degree in Biological Sciences**, The Ohio State University
- **Cryptozoologist** Toledo Zoo, Toledo, OH
- **Wildlife Researcher** Mystical Creatures Conservatory, Bigfoot, AR
- **Conservationist** Loch Ness Marine Sanctuary, Inverness, Scotland July 2015 - December 2015



ChatGPT?



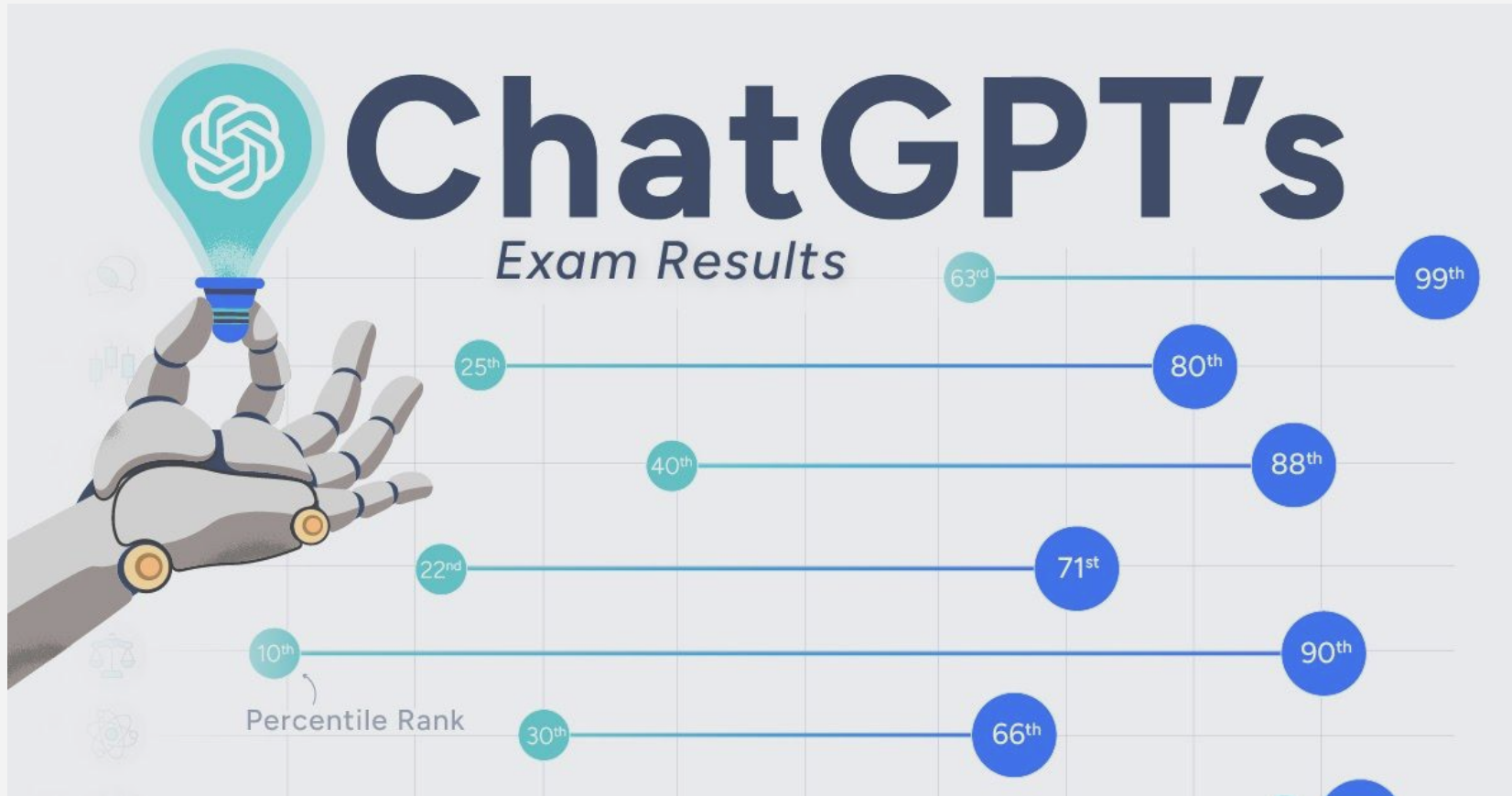
What it is:

- **Advanced AI Model:** ChatGPT is an advanced artificial intelligence model developed by OpenAI, capable of understanding and generating human-like text based on the input it receives.
- **Versatile Tool:** It serves as a versatile tool that can assist with a range of tasks, including drafting and editing content, answering queries, and providing recommendations, making it particularly valuable for professionals across various domains.

What it is not:

- **Not Human:** it does not have consciousness, emotions, or subjective experiences; it mimics human conversation based on patterns it learned during training.
- **Not Infallible:** ChatGPT can make mistakes or generate incorrect or nonsensical responses;
- **Not a Replacement for Human Interaction:** ChatGPT does not replace the need for human interaction, judgement, and decision-making, especially in complex, nuanced situations.
- ~~Cannot access the internet~~
- ~~Knowledge cutoff 9/2021~~

ChatGPT?

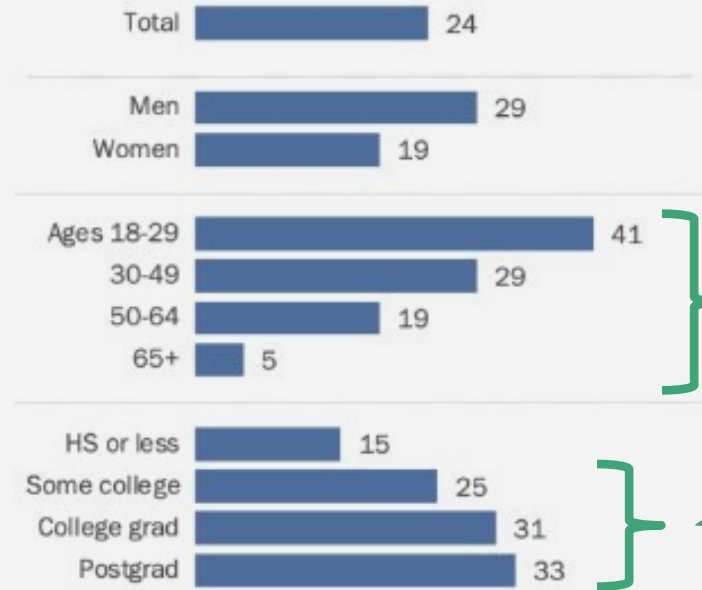


ChatGPT?



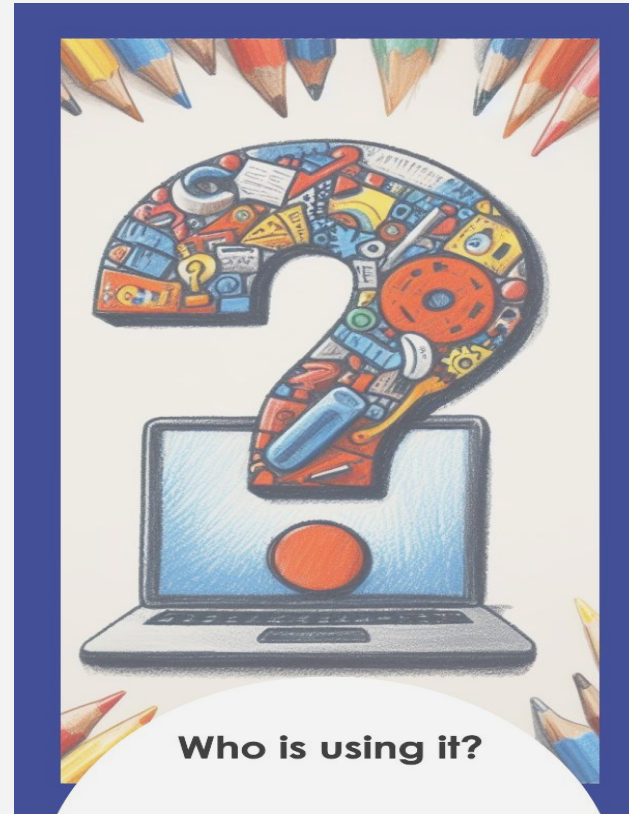
ChatGPT use in the U.S. varies widely by age and education

Among U.S. adults who have heard of ChatGPT, % who say they have ever used it



Note: All percentages are based on those who have heard of ChatGPT. Those who did not give an answer are not shown.
Source: Survey of U.S. adults conducted July 17-23, 2023.

PEW RESEARCH CENTER



Max's Challenge



ChatGPT?



+ New Chat

Today

- Marketing Strategy Update

Yesterday

- Warranties for Brand Differen
- Successful Job Search Steps
- AI Job Search Workshop
- Marketing Team Developmen

Previous 7 Days

- April Dunford's Positioning W
- Pie Chart: Work vs AI
- Unclear Input, Clarification N
- Painting Idea: Lakeside Twilig
- Grow Online Ed Business
- Upload PDF for Analysis
- Focus Groups Proposal: Cust
- Salary Negotiation and Soluti

JE jeff@trattner.net

⚡ GPT-3.5 ✨ GPT-4 🧪 Alpha

ChatGPT PLUS

Come up with concepts
for a retro-style arcade game

Plan an itinerary
for a fashion-focused exploration of Paris

Recommend a dish
to impress a date who's a picky eater

Give me ideas
for what to do with my kids' art

Under my free version



ChatGPT?



+ New Chat

Today

Marketing Strategy Update

GPT-3.5 GPT-4 Alpha

Legacy (GPT-3.5)

The previous ChatGPT Plus model

Reasoning	●●●●●
Speed	●●●●●
Conciseness	●●●●●

Default (GPT-3.5)

Optimized for speed, currently available to Plus users

Reasoning	●●●●●
Speed	●●●●●
Conciseness	●●●●●

GPT-4

Our most advanced model, available to Plus subscribers.

GPT-4 excels at tasks that require advanced reasoning, complex instruction understanding, and more creativity.

Reasoning	●●●●●
Speed	●●●●●
Conciseness	●●●●●

Painting Idea: Lakeside Twilig

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ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT September 25 Version](#)



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The Perfect Prompt



ROLE:

- You are a ...
- Think like a ...
- You follow ...



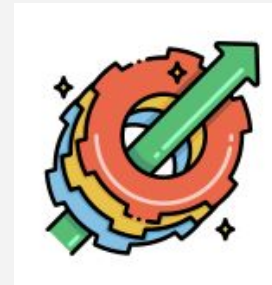
CONTEXT:

- I am a job seeker
- I am attending an event
- It is 6 am



ACTION:

- Develop a ...
- Structure a ...
- Summarize ...



EXECUTE:

- First ...
- Then ...
- Format in a ...

Max gets to work



Role: You are an expert career counselor working with an outplacement firm assisting professionals in transition.

Action: Assist me in developing

Context: I am Max, a job seeker with a background in [Specify Max's Background, e.g., Marketing, Engineering, etc.].
a comprehensive job search transition plan, considering my background, skills, and career goals.

Execute: Provide a step-by-step guide, including a list of potential companies, a networking strategy, and tips for updating my resume and LinkedIn profile.

Max gets to work



ROLE: You are an expert career counselor working with an outplacement firm assisting professionals in transition.

ACTION: Assist me in writing a . . .

CONTEXT: I am Max, a job seeker with a background in science, curiosity, academia, research, and a passion for things forgotten and misunderstood.

EXECUTE:

- Provide a step-by-step guide, including a list of potential companies, a networking strategy, and tips for updating my resume and LinkedIn profile.

DEMO – cut to GPT



GPT-4

Prompt:

- My name is Max. I am looking for a job. Given my previous roles and educational background, **create a detailed action plan to help me execute a job search.** I want to focusing on first building the essential tools for an effective search.
- I have pasted some of my background below. It begins with [[[and ends with]]].



Action Plan for Job Search



Step 1: Building Essential Tools

1. Create/Update Resume:

- a. Start with a concise summary focusing on your expertise in zoology, conservation, and research.
- b. Detail your experience, highlighting specific accomplishments and duties in each role.
- c. Include a section for your education, specifying your degrees and thesis.

2. Create/Update LinkedIn Profile:

- a. Use a professional photo and write a compelling headline.
- b. In the summary section, briefly describe your background, experience, and aspirations.
- c. Detail your experience, education, and skills.
- d. Request recommendations from colleagues, supervisors, or professors.

3. Create/Update Cover Letter Template:

- a. Develop a general template focusing on your passion for zoology and conservation.
- b. Include specific examples of your experience and accomplishments.
- c. Leave spaces to tailor the letter to specific companies and positions.



Max:

- Revise prompt: list just the steps
- Scan indeed for jobs
- Copy paste job description for wildlife biologist.
- **List professions similar to cryptozoology**
- Create 60-second elevator speech
- Write a compelling linkedIn profile
- Identify 10 zoos and 10 universities
- Write me a cover letter



A cryptozoologist, given their interest in exploring and understanding creatures that are reported to exist based on anecdotal or other evidence but are not recognized by mainstream science, might find the following professions interesting due to the overlapping skills and areas of study:



1. **Zoologist**

- Studying animals and their interactions with ecosystems.

2. **Wildlife Biologist**

- Researching and analyzing the life processes of wildlife.

3. **Conservation Scientist**

- Working to conserve natural resources and ecosystems.

4. **Environmental Scientist**

- Studying the environment and identifying, reducing, and eliminating pollutants and hazards.

5. **Ecologist**

- Studying organisms and their environments.

6. **Paleontologist**

- Studying the history of life on Earth through the examination of plant and animal fossils.

7. **Marine Biologist**

- Studying organisms in the ocean or other marine bodies of water.

DEMO – cut to GPT

JE



write me a cover letter to the head of hr at the Omaha henry doorly zoo expressing my interest in the wildlife zoologist role. Please write it in the form of a 50 line riddle HR would find amusing. It should emphasize my knowledge of cryptozoology, passion for creatures misunderstood or forgotten.

Max:

- Revise prompt: list just the steps
- Scan indeed for jobs
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- Create 60-second elevator speech
- Write a compelling linkedIn profile
- Identify 10 zoos and 10 universities
- **Write me a cover letter**



Subject: A Riddle-Wrapped Inquiry for the Wildlife Zoologist Role 🐾



Dear Head of Human Resources,

Riddle me this, a seeker of roles,
In lands where the wild heart freely strolls.
An explorer of realms untold and unseen,
A zoologist with a mind so keen.

I pen this prose with a playful twist,
A cryptozoological enthusiast,
With creatures elusive and creatures beguile,
I've wandered through woods for many a mile.

In realms of wonder, like Toledo's gate,
I've studied beings that captivate.
With a Master's in hand from Berkeley's halls,
I've listened to nature's mysterious calls.

🔄 Regenerate

Max gets an interview!



Omaha's Henry Doorly Zoo and Aquarium



DEMO – cut to GPT



Max:

- 5 questions I will be asked
- **Tell me about yourself**
- 2 response for each
- 3 questions I should ask

JE

Provide me with 5 interview questions the director of zoo operations at this zoo, who is AALAS Certified, is a Certified Zookeeper, is IAABC certified, would ask a wildlife biologist candidate



Certainly! A director of zoo operations with those certifications would likely focus on questions that assess both your technical knowledge and your practical experience in wildlife biology and animal behavior. Here are five possible questions:



1. **Behavioral Assessment Question:**

- “Can you describe a situation where you had to address and manage unexpected aggressive animal behavior within a zoo setting? What steps did you take to ensure the safety of both the animal and the zoo staff?”

2. **Operational Knowledge Question:**

- “Based on your experience, how do you ensure that the zoo's operational activities align with the best practices in animal welfare and environmental enrichment? Can you give an example of how you've implemented such practices in the past?”

3. **Animal Healthcare & Well-being:**

- “Discuss a time when you identified a health issue in an animal early on due to your observational skills and knowledge of animal behavior. How did you address it, and what was the outcome?”



Max:

- 5 questions I will be asked
- Tell me about yourself
- 2 response for each
- 3 questions I should ask
- **Thank you letter**

Dear [Director's Name],

I would like to express my heartfelt gratitude for the opportunity to interview for the Wildlife Biologist position at Omaha's Henry Doorly Zoo and Aquarium. It was a pleasure speaking with you and the team, and learning more about the impactful work being conducted at your esteemed institution.

I am thrilled about the prospect of contributing to the zoo's ongoing conservation efforts and bringing my experience in wildlife biology and cryptozoology to your dynamic team. Our conversation reinforced my eagerness to engage in projects that align with the zoo's mission and to participate in the collaborative endeavors that are pivotal to the success of the zoo's objectives.

I am particularly excited about applying my knowledge in cryptozoology and animal behavior to enhance the well-being of the animals in your care and to support the zoo's educational outreach and conservation programs. The innovative approaches and dedication to animal welfare discussed during our meeting resonate deeply with my professional aspirations and passion for preserving biodiversity.

I appreciate your consideration and the time taken by everyone involved to discuss the role and the expectations. I am very enthusiastic about the possibility of joining your team and am confident that my background and commitment would be a valuable addition to Omaha's Henry Doorly Zoo and Aquarium.

Max & Friends



Epilogue

In the moonlit silence of the zoo, Max, the newfound guardian of the wild, felt the unseen shiver of an ancient enigma. The whispers of the Luminis Serpentis danced in the shadows, its secrets intertwined with the rustle of the leaves. Max smiled, his pursuit bathed in silver mysteries, had just begun.



Prompt advice



- **Clarity:** Make your prompt clear and concise, so the AI gets what you're asking.
- **Specificity:** Be specific for more accurate and relevant answers.
- **Context:** Give some background info to help ChatGPT align its answers with your desired outcome.
- **Experiment:** Play around with different formats to see what works.
- **Iterate:** Keep testing and tweaking for better performance.

Advanced Prompts



- Create 20 SEO keywords for [content] and divide the keywords into groups based on their search intent - informational, navigational, commercial, and transactional.
- Present the data as a table. Content = [Insert here]
- Create 5 topics related to [keyword] that are relevant and create interest for [audience].
Keyword = [Insert here] Audience = [Insert here]
- Write Like You
- Business ideas for your skill set
- [Insert Text] Analyze the writing style and write about building a business as [business author] would write.
- Analyze [topic]. Identify and share the most important 20% of learnings from this topic that will help me understand 80% of it. Topic = [Insert here]

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GAI Insights Newsletter:
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ChatGPT for Job Search Course &
Job Search Support:

jeff.trattner@gaiinsights.com
330-472-7748

