Using AI in Career Development

What is Chat GPT?

Chat GPT, also known as Chat Generative Pre-Trained Transformer, is a natural language processing and artificial intelligence model that uses information pulled from the internet and deep learning to create "human-like text" through an interactive chat environment.

An Important note on Using AI in Career Development

There are Pros and Cons when it comes to using AI to build the foundational aspects of your career development journey such as resumes and cover letters. It is important to understand all the possibilities and setbacks that could come from using artificial intelligence for building your career platform. It is important to know that AI is constantly improving which comes with new opportunities and new challenges, as always be aware of the current environment in deciding whether to use AI during this process of career development. Please note that AI is still just a tool, and you should use it with caution. Please take the time to understand the pros of AI and how you can best use this tool as well as understand the cons of relying on AI and the weaknesses that currently exist.

General Pros and Cons

Pros / Uses

- Easy and convenient way to generate material related to career search
- Avoids human error in spelling and grammatical mistakes
- Time and Cost Effective
- Allows beginners a starting off point to start the writing process
- Can provide personalized feedback on documents and writing samples

Cons / Weaknesses

- Can lack specifics and personal attributes
- Uses similar language and ideas in most/all responses, creating a lack of individuality and creativity
- Easy for employers to recognize
- Is only effective if properly prompter- must know what to ask it
- Potential for AI bias
- May store conversations and account information, which is available to "Vendors and service providers, other businesses, affiliates, legal entities, and AI trainers who review your conversations" according to ChatGPT terms and conditions

AI Resume

Pros / Uses

- A convenient way to save time when thinking about what to include for bullets
  - Utilizing AI can be an effective
- Chat GPT uses the same deep learning as most artificial intelligence, including software systems that are incorporated into applicant tracking systems. Therefore, there is a high likelihood that it will pass most initial screenings as long as the content is sufficient.
- Really well-written bullet points when prompted accurately
  - Ex: Prompt – Write me a resume section for my summer internship
  - Ex: Prompt – Write me a resume section for my tax and audit advisory internship in Boston at KPMG.

Summer Internship Experience:

ABC Company, Boston, MA
Marketing Intern, Summer 2022

- Collaborated with cross-functional teams to develop and implement social media marketing campaigns, resulting in a 15% increase in engagement and a 10% increase in website traffic.
- Conducted market research and analyzed data to inform the development of new product features and pricing strategies.
- Assisted in the planning and execution of events, including coordinating logistics and managing on-site activities.
- Created marketing materials such as flyers, social media posts, and email campaigns using Adobe Creative Suite.
- Contributed to weekly team meetings and provided regular updates on project progress.

Tax and Audit Advisory Internship:

KPMG, Boston, MA
Tax and Audit Advisory Intern, Summer 2022

- Assisted in the preparation of federal and state tax returns for clients in various industries, including healthcare and technology.
- Conducted research on tax laws and regulations and analyzed their impact on client tax positions.
- Participated in audit engagements, including testing internal controls, preparing financial statements, and analyzing audit results.
- Collaborated with senior team members to develop recommendations for process improvements and cost savings.
- Prepared workpapers and documentation to support audit and tax engagements.
- Utilized software such as Excel and Thomson Reuters to perform data analysis and track project progress.

Note that this section includes the name of the company and location, the job title and timeframe, and 5-6 bullet points describing the responsibilities, achievements, and skills developed during the internship. It's important to tailor these bullet points to the specific internship and highlight relevant experience and skills that align with the job requirements.

Cons / Weaknesses

- It is not able to complete the resume without detailed instructions from the prompter/user
- Uses resume-writing tools from all over the internet, some of which might be outdated. It does not have the capability to decipher a good resource from a bad or outdated one, so it pulls all of them together
  - Ex). Utilizes an objective statement Puts periods at the end of all bullets
- Cannot produce a template or a document with an effective format, just text
- Puts periods at the end of all bullets
- Very generic and lacks creativity and personal style
- Will likely be similar, if not identical, to other candidates across the industry who use the platform, signaling to employers a lack of effort and dedication to the application process. In studies and surveys, recruiters say the large majority of the time they can tell when AI produced a resume/cover letter.

AI Cover Letter

Pros / Uses

- Uses key terms or phrases from the job description
- Chat GPT can aid in the proofreading process, and eliminate the spelling and grammar errors that the human eye may not catch
- Provides a good starting point for students/candidates who may be unsure of where to start a cover letter.
- It can cross-reference a resume it made or a resume you provide to see where/how the user's experience can align with the job description.
- Very user friendly- feels like a text conversation
- Can generate multiple versions of the same cover letter to be specific to the job descriptions and user needs.
  - Ex: Marketing Internship at Epsilon vs. Investment Banking Analyst at JP Morgan
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Dear Hiring Manager,

I am writing to express my interest in the position of Marketing Intern at Epsilon. As an undergraduate student majoring in Economics-Finance at Bentley University, I believe th this role would provide me with the opportunity to gain valuable experience in marketing contribute to the growth of the company.

As someone who is detail-oriented, resourceful, and results-driven, I am confident that I would be able to fulfill the responsibilities of this position with excellence. I possess exce listening and communication skills, both verbal and written, which would enable me to effectively collaborate with Sales, Product, and Marketing teams to plan and implement to-market stories that help marketers achieve their goals through Epsilon's differentiate capabilities.

My leadership skills, as demonstrated through my experience as the External Relations Chair of Bentley Women's Network, have equipped me with the ability to effectively man outbound marketing program management, such as messaging development, audience definition, sales feedback, communication, creative coordination, and results analysis. Additionally, my proficiency in Microsoft Office (Excel, Word, PowerPoint, Office) and my knowledge of Portuguese would be an asset to the team.

I am excited about the opportunity to become proficient in Epsilon's solution positioning to contribute to the development and execution of new marketing materials, case studie videos, website content, and competitive research with training and guidance from the t Furthermore, I am committed to helping establish and maintain consistent messaging throughout communications, promotions, and virtual events, and to being flexible and collaborative with other areas of the Epsilon business that are crucial to the success of th programs we develop.

Thank you for considering my application. I look forward to discussing my qualifications further in an interview.

↻ Regenerate response

Dear Hiring Manager,

I am excited to apply for the position of Analyst at your company. With my excellent analytical, quantitative and interpretative skills, as well as my ability to thrive in a dynamic, collaborative work environment, I am confident that I would be an asset to your team.

As demonstrated in my resume, I am adaptable, flexible and resilient, and possess the technical skills required for this position. I am proficient in Microsoft Office, including Excel, PowerPoint and Word, and am fluent in English. Additionally, I have authorization to work in the U.S., and I will be eligible for this program, with an expected graduation date of May 2023 with a Bachelor of Science in Economics-Finance from Bentley University.

In my previous internship experience at Pioneer Valley Financial Group, I completed reports assessing client account success and monitored and analyzed client portfolio progress. This experience has sharpened my technical skills and taught me how to manage client transactions from pitch to close. Furthermore, as an office worker at Medical Life Care & Consulting, I executed filing, clerical work, created and edited word and excel documents, and performed research and data observation. These experiences have prepared me to analyze market data, build detailed financial models, and prepare client presentations for credit strategies and debt issuance.

Moreover, I possess leadership experience as the External Relations Chair at Bentley Women's Network, where I contacted alumni and professionals in the area to organize conferences and networking events for students, and as an Advisory Board Member of the Ludlow CARES Coalition. In these roles, I have honed my communication and interpersonal skills, building a professional network with mentors, senior executives and others.

Thank you for considering my application. I am excited about the opportunity to come up with innovative and creative ways to solve complex, real-world business challenges as a member of your team.

↻ Regenerate response

BENTLEY UNIVERSITY

AI Cover Letter Con't.

Cons / Weaknesses

- In studies and surveys, recruiters say the large majority of the time they can tell when AI produced a resume/cover letter.
- Same as above, less personality and style, which is especially harmful in cover letters as this is an opportunity to demonstrate to employers your ability to write professionally – speciifcally in business. Good business writing is a skill that must be developed, and employers want to see a candidate's ability to do so, which is why they ask for cover letters.
- Does not include writer's contact information
- Does not provide a "grabber statement" or any personal information about the company that shows why an individual would want to work there.
- Cannot really make the CL unique to the user and their strengths, which is vital especially in the opening paragraph.

AI LinkedIn

Pros / Uses

- Generates custom hashtags related to the job post
- Follows a similar format to most LinkedIn job announcements
- Clear, concise announcements

Cons / Weaknesses:

- User has to edit it to include mentors or other individuals to thank

Examples:

Prompt- write me a LinkedIn post announcing i just received a full-time offer for compliance analyst at fidelity investments

Exciting news to share! I am thrilled to announce that I have accepted a full-time offer to join Fidelity Investments as a Compliance Analyst. I am grateful for the opportunity to work with such an innovative and dynamic team, and I am excited to contribute to the company's mission of empowering investors to achieve their financial goals.

I want to express my gratitude to everyone who supported me throughout the job search process, including my family, friends, and mentors. Their guidance and encouragement have been invaluable, and I look forward to continuing to learn from them as I embark on this exciting new chapter in my career.

I am looking forward to starting my new role and contributing to Fidelity's success in the years to come. #FidelityInvestments #ComplianceAnalyst #ExcitingNews #CareerDevelopment

AI Interview Preparation

Pros / Uses:

- Allows users to get a general overview of what questions may be in an interview

Cons / Weaknesses:

- The questions provided are often generic and do not compare to other resources, such as Big Interview, for industry-specific questions
- Many of the question are the same across differing industries and job titles
- Some questions are outdated
- Lacking technical questions

Examples:

Great, here are some potential interview questions for a marketing internship at Epsilon:

1. Why did you choose to pursue a marketing internship at Epsilon?
2. Can you tell me about your experience working on a marketing campaign or project?
3. How do you stay up-to-date on industry trends and developments in the marketing field?
4. Can you describe a situation where you had to think creatively to solve a problem?
5. How do you approach collaborating with a team on a project?
6. How do you prioritize and manage multiple tasks and deadlines?
7. Can you walk me through your experience with developing and executing marketing plans?
8. How do you measure the success of a marketing campaign or project?
9. Can you give an example of a time when you had to adapt to change in a project or campaign?
10. How do you approach working with cross-functional teams, such as sales or product, to achieve marketing goals?

Sure, here are some potential interview questions for an investment banking analyst internship program at JP Morgan:

1. Why are you interested in investment banking and JP Morgan specifically?
2. Can you walk me through your resume and highlight the experiences that have prepared you for this internship?
3. How do you stay up-to-date with current events and industry trends related to investment banking?
4. What is your understanding of JP Morgan's business model and how it differs from other investment banks?
5. Can you walk me through a financial model you have built, and explain the assumptions and methodology behind it?
6. Tell me about a time when you had to work under pressure and how you handled the situation.
7. What is your approach to problem-solving and how do you handle complex situations?
8. What do you think are the biggest challenges facing the investment banking industry today?
9. How do you prioritize and manage your workload when working on multiple projects at once?
10. What do you think are the most important qualities for success in investment banking, and how do you embody them?