

## Slide 1: Identify Your Transferable Skills

These are abilities that are useful across different roles and industries.

- **Hard Skills:** Data analysis, project management, budgeting, copywriting, etc.
- **Soft Skills:** Communication, leadership, time management, critical thinking.
- **Tools/Tech:** CRM systems, Excel, Salesforce, Tableau, etc.

*Note: If you are not sure what your soft and hard skills may be, look up your jobs in [onetonline.org](https://onetonline.org). For example, an entry for Marketing Manager outlined 40+ tasks, technology skills, and work activities; then, you can select what is relevant for you.*

## Slide 2: Use ChatGPT to Identify Similar Roles Using These Skills

### Good Prompt:

*“I currently work as a [Your Job Title] in [Industry]. My main responsibilities include [list 3–5 core tasks or duties]. I’m exploring new career options and want to find roles that use similar skills but may exist in other industries or offer better growth or flexibility. Can you list 5–10 job titles that are similar in function or skill set, and briefly explain how they relate?”*

### Example Prompt:

*“I’m a marketing manager in the nonprofit sector. I manage campaigns, write content, analyze engagement data, and coordinate with designers. I want to explore similar roles in other industries that use these same skills. Can you suggest 5–10 related job titles and explain the similarities?”*

## Slide 3: Analyze the Job Target and Industry

- Read job descriptions
- Talk to people in the role (informational interviews)
- Research industry trends

## Slide 4: Map Skills from Old Role to New Role

Draw clear connections between your existing skills and what the new role requires.

Current Skill	Transferable to New Role As
Led team meetings	Cross-functional collaboration
Wrote client reports	Clear written communication
Tracked project budgets	Financial or resource management
Managed calendars and Logistics	Strong organizational Skills
Coordinated internal meetings	Stakeholder engagement and coordination

### Slide 5: Fill in Any Gaps

If you're missing a key skill or tool:

- Take a quick online course (e.g., LinkedIn Learning, Coursera)
- Volunteer or freelance to gain experience
- Shadow someone or take on stretch assignments

### Slide 6: Update Your Resume and LinkedIn Profile

Tailor your professional documents to the new role:

- Use the **language of the new industry**
- Highlight **transferable accomplishments**, not just responsibilities
- Add a career summary at the top of your resume that connects your **past experience to future goals (missing a career summary is like looking at a book without a front or back cover)**

- ***Behind the Scenes: How I Use AI to Screen 500+ Resumes***

When I post a role like **Email Marketing Manager** and receive hundreds of applications, AI tools become essential to streamline the process. These tools typically integrate with our **Applicant Tracking System (ATS)** (like Workday, Greenhouse, or Lever) and any AI platforms that assist with screening (see bottom of this document for more information).

Best Practices:

- **1. Keyword & Skills Matching**

AI scans for **exact matches** to key terms from the job description. For example, if we posted:

- **Must have:** HubSpot, segmentation strategy, A/B testing, performance analytics, email list growth
- **Nice to have:** Salesforce Marketing Cloud, HTML/CSS for email, B2B SaaS experience

The AI will rank resumes based on **how many of those terms are present** — and how prominently. Candidates who match more terms, especially in context (e.g., “Executed segmentation strategy in HubSpot for a B2B SaaS product”), rise to the top.

**How to position yourself:**

- Mirror **exact language** from the job posting. If we say “A/B testing,” don’t just say “email experiments.”
- Mention **tools by name** — don’t say “CRM system” when you can say “Salesforce Marketing Cloud.”
- Embed **impact metrics** wherever possible — “increased open rates by 24% using subject line testing.”

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**2. Resume Structure & Formatting**

AI prefers **simple, clean formatting**. It struggles with:

- Tables or columns
- Icons and graphics
- PDFs with embedded images instead of selectable text

### How to position yourself:

- Stick to a **single-column, left-aligned layout**
  - Use standard section headers like “Work Experience,” “Skills,” “Education”
  - Submit a **Word or clean-text PDF file** (not scanned or image-based)
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### 3. Title Matching & Career Progression

We also use AI to filter based on **job title alignment** and **career trajectory**. If we want a mid-level manager, the AI might filter out resumes with only entry-level or very senior titles.

### How to position yourself:

- Include a **headline/title** at the top of your resume if your current title doesn't match exactly:  
*“Email Marketing Manager | HubSpot | Segmentation Strategy | B2B SaaS”*
  - Show **progression and relevance** — even if your title was “Digital Marketing Specialist,” emphasize your email-related duties in the bullets.
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### 4. AI-Powered Knockout Questions or Pre-Screens

Sometimes, we use chatbots or forms to ask “knockout” questions like:

- “How many years of HubSpot experience do you have?”
- “Have you managed a marketing automation calendar for more than 50K contacts?”

These answers can **auto-disqualify** candidates or push others higher in the AI ranking.

### How to position yourself:

- Don’t skip or rush pre-screen questions — they can make or break your candidacy.
  - Answer clearly, using quantifiable language (“4 years of HubSpot experience; managed 60K+ subscriber list”).
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### Final Tip: Get Human Eyes on It

AI is a gatekeeper — but not the final decision-maker. Once the shortlist is built, I or the hiring manager review the top 10–20 candidates.

**How to get noticed even if you're not at the top of the AI list:**

- Send a brief, targeted message to the recruiter via LinkedIn (reference the job title + 1 line on why you're a fit)
  - Include a **branded summary** at the top of your resume that immediately aligns your expertise with the role
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**1. Built-In ATS Screeners with AI Functionality**

Many popular Applicant Tracking Systems (ATS) now have **AI-powered modules** that score, sort, and filter resumes:

- **Workday**  
Offers AI/ML screening built into its recruiting module, using job description parsing and keyword match scoring.
  - **Greenhouse + Gem**  
While Greenhouse is known for structured interviews, integrations like **Gem** and **SeekOut** bring AI into the pre-screening stage, ranking resumes by relevance and surfacing diverse talent.
  - **Lever**  
Uses AI tagging and matching to highlight resumes that most closely match the job description or previous hiring patterns.
  - **iCIMS Talent Cloud AI**  
Uses machine learning to suggest top matches from the talent pool, based on resume content and past hiring preferences.
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**2. AI Resume Screeners (Standalone or Integrated)**

These tools **layer onto or integrate with an ATS** to help recruiters quickly surface top candidates:

- **HireVue (with AI assessments)**  
Screens for keywords in resumes and can layer in **AI-based behavioral assessments** to filter out lower-fit candidates before interviews.
  - **Pymetrics**  
Uses neuroscience-based games and AI to screen for soft skills and cognitive traits aligned with company success profiles — often part of the first pass.
  - **Hiretual (now part of HireEZ)**  
Uses AI to build talent pipelines and ranks passive and active candidates by relevance to the role based on title, keywords, and experience.
  - **Eightfold.ai**  
Known for deep learning models that match not just keywords, but context — like adjacent skills, previous promotions, and career trajectory.
  - **Fetcher**  
Automates sourcing and first-pass evaluation, using job descriptions to pull and score candidate profiles (great for outbound + inbound).
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### 3. AI Chatbots and Pre-Screening Tools

- **Paradox (Olivia)**  
Conversational AI that pre-screens candidates through a chatbot experience, asking qualifying questions like years of experience, tools used, etc.
  - **XOR.ai**  
Automates initial candidate engagement and screening through text-based chat, filtering out mismatched applicants early.
  - **Mya**  
Uses natural language processing to screen candidates and answer their questions in real time, while collecting qualification data.
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#### How These Tools Work Together:

For a high-volume role like **Email Marketing Manager**, a recruiter might:

1. Post the job through Greenhouse or Workday

## Resources for Unlock Your Next Move Webinar

2. Use built-in AI or an integration like **Eightfold.ai** to auto-rank resumes
3. Set screening questions in **Paradox or HireVue**
4. Review the top 20% of candidates for interviews

## Resources for Unlock Your Next Move Webinar

### General assistance

1. [perplexity-AI-powered](#) search engine and research assistant
2. [Claude /Anthropic](#) general chatbot, great for projects and sharing work
3. [ChatGPT-you](#) know this one, but check out Advanced Voice Mode to talk to AI

### Get work done

1. [Granola](#) -AI notetaker that listens to your meetings and formats the transcript into notes
2. [Wispflow-AI](#) voice dictation that turns your speech into text in any app
3. [Gamma](#) - make decks, docs, and websites to present your ideas with AI
4. [Otter](#) - summarize and chat with PDFs
5. [Gul212y-AI](#) workspace built for collaborative research
6. [Gmail](#) -AI email assistant that organizes your inbox and automates responses
7. [Lion](#) - build AI agents to automate your workflows

### Build an audience

1. [Lewi](#) -AI text, voice, and video clones to chat with your audience
2. [HeyGen](#) AI avatars to scale your content production or translate your videos
3. [Avatar](#) -AI avatars for social media videos
4. [Overlap](#) [Opus](#) -turn your long-form videos into short viral clips with AI
5. [Persona](#) -AI agent builder for creators
6. [Captions](#) AI avatars and video editing (e.g. auto-captions, correct eye contact)

### Build a product

1. [GWSOC](#) -AI code editor that knows your codebase
2. [B&O](#) -AI agents to make apps and sites from natural language
3. [AnyChat](#) - use any AI model in one place
4. [Codeium](#) AI-powered autocomplete for your code

### Get creative

1. [ElevenLabs](#) -realistic AI voices
2. [Suno AI](#) create songs/ music from text prompts
3. [Midjourney Ideogram Playground](#) AI image generation
4. [Runway Gen-2](#) video generation
5. [KJ:EA](#) -AI creative canvas to make and enhance images and video
6. [Potoroom](#) -AI image editor, great for product photos and visuals

### Learn or grow

1. [Rosebud](#) - interactive journal that uses AI to surface insights
2. [Good Inside](#) -parenting co-pilot with personalized support
3. [Ada Health](#) get an AI-powered assessment of medical symptoms
4. [Ash](#) - personalized AI counselor/ coach
5. [NotebookLM](#) -turn any document into an AI podcast
6. [Particle](#) -AI news app that combines multiple articles into summarized stories

### Have fun

1. [8x.io](#) -social app for creating and sharing AI images and video
2. [Meta Imagen](#) make AI images of yourself, family, and friends in Meta apps
3. [Grok](#) - chatbot from xAI (use it here!)
4. [G.U.C.I.O.](#) -toys for kids to talk to, powered by AI voices



## About The Career Strategy Group

**The Career Strategy Group** is a boutique, woman-owned career coaching and outplacement firm based in the Washington, D.C. area. The company has been in business for over **19 years** and specializes in helping job seekers across all levels—from entry-level professionals to executives—**land jobs they love** through strategic, personalized support.

## Explore Similar Jobs & Career Paths

These sites help you discover related roles, skill overlap, and career switches.

### My Next Move (powered by O\*NET)

- <https://www.mynextmove.org/>
- Simple, visual tool to explore jobs based on skills, interests, or current title.
- O\*NET is the go-to tool for all career changers2

### CareerOneStop's Skill Matcher

- <https://www.careeronestop.org/Toolkit/Skills/skills-matcher.aspx>
- Enter skills you already have; get job matches that use those skills.

### Jobtree.org (NEW)

- <https://www.jobtree.org/>
- Interactive site that maps job titles and shows paths of advancement and lateral movement, using real BLS data.

### LinkedIn Career Explorer

- <https://linkedin.github.io/career-explorer/>
- Built with LinkedIn data; enter a current job title to explore transitions people have made with similar skills.

## Skills & Career Matching AI Tools

### SkillSyncer

- <https://www.skillsyncer.com/>
- ATS-optimized tool that analyzes your resume and recommends better-aligned job titles and skills.

### Rezi AI Career Path Tool (free with account)

- <https://www.rezi.ai/tools/career-pathways>
- Enter your background and get AI-generated career trajectories.

### **Google's Career Certificates + Career Tool**

- <https://grow.google/certificates/>
- Even if you're not earning a certificate, their free tool helps suggest aligned careers in fields like IT, UX, data analysis, and more.

### **Labor Market & Job Trend Insights**

#### **Lightcast Open Skills**

- <https://skills.lightcast.io/>
- Open-source database of skills and jobs, used by policymakers and educators.
- Excellent for visualizing skills maps and job clusters.

#### **Indeed Career Guide**

- <https://www.indeed.com/career-advice>
- Browse roles by skill, keyword, or career interest.
- Insightful articles, too.