



**Unlock Your
Next Move**





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OUTLINE/AGENDA

- Identifying Your Transferable Skills
- How to Determine Who Is Hiring
- How to Build Your Resume
- Marketing Yourself to the Applicant Tracking System



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IDENTIFYING YOUR TRANSFERABLE SKILLS

Laura M. Labovich
The Career Strategy Group



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.

NOT SURE?

Identify skills in similar jobs
Use **O*NET** (onetonline.org) to look up descriptions comparable to your previous roles and select skills relevant to you.

EXAMPLE
This entry for Marketing Managers outlines 40+ tasks, technology skills, work activities, and more.



O*NET OnLine

Occupation keyword search

Q electricianGo

HelpFind OccupationsAdvanced SearchesO*NET DataCrosswalksShareSites

Marketing Managers11-2021.00

Bright OutlookUpdated 202

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

Sample of reported job titles: Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager

SummaryDetailsCustomEasy ReadVeteransEspañol

Contents

Occupation-Specific Information

Tasks

5 of 20 displayed

- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections.
- Develop pricing strategies, balancing firm objectives and customer satisfaction.
- Compile lists describing product or service offerings.

Technology Skills

5 of 46 displayed

- Customer relationship management CRM software — Blackbaud The Raiser's Edge; Oracle Eloqua; QAD Marketing Automation; Salesforce software 🔥
- Data base management system software — Apache Cassandra 🔥; Apache Hive 🔥; Elasticsearch 🔥; Oracle PL/SQL 🔥
- Data base user interface and query software — Airtable; Amazon Redshift 🔥; MySQL 🔥; Yardi software 🔥
- Video creation and editing software — Adobe After Effects 🔥; Flipgrid; TikTok 🔥; YouTube
- Web platform development software — Cascading style sheets CSS 🔥; Drupal 🔥; Hypertext markup language HTML 🔥; PHP 🔥

🔥

Hot Technologies are requirements most frequently included across all employer job postings.
[See all 69 Hot Technologies for this occupation.](#)

📈

In Demand skills are frequently included in employer job postings for this occupation.
[See all 4 In Demand skills for this occupation.](#)

USE AI TO IDENTIFY ROLES WITH SIMILAR SKILLS



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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?”

ANALYZE THE JOB TARGET AND INDUSTRY

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



MAP SKILLS FROM OLD ROLE TO NEW ROLE

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



CURRENT SKILL		TRANSFERABLE 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

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



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)





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HOW TO DETERMINE WHO IS HIRING

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WHAT IS THE GATED JOB MARKET AND WHY DOES IT MATTER?

- Job seekers spend **>80%** of their total job search time applying to open positions.
- Most jobs go to the one who knew someone inside the company **BEFORE** the job was open!
- Up to **70%** of people get hired through networking!
- Applicant referrals have a much higher chance of getting an interview!
- Out of 250 applicants, only 4-6 are interviewed (FlexJobs.com)
- Online job search only = **high risk, low reward**. “I’m unqualified. They don’t want me!” (Nope! They’ve likely never seen your resume.)

How Most Job Seekers Look vs. How Employers Prefer to Hire

Adapted from “What Color Is Your Parachute?” (Bolles, 2009)

Job Seekers



Employers



Graphic adapted from "What Color Is Your Parachute?" (Bolles, 2009) - Ten Speed Press

WHEN TO NETWORK: THE SECRET TO ANY SUCCESSFUL JOB SEARCH

“

“When you reach out to a networking contact for career advice but you are not yet actively job-seeking, the pressure on that contact is much lower, and you are more likely to get good advice,” Krasna says. “If you are actively job-seeking, there is an added pressure on your network; and many people who are happy to meet and provide advice may not be as open to referring someone for a job whom they've only just met.”

US News and World Report: *8 Ways to Network While You're in College*

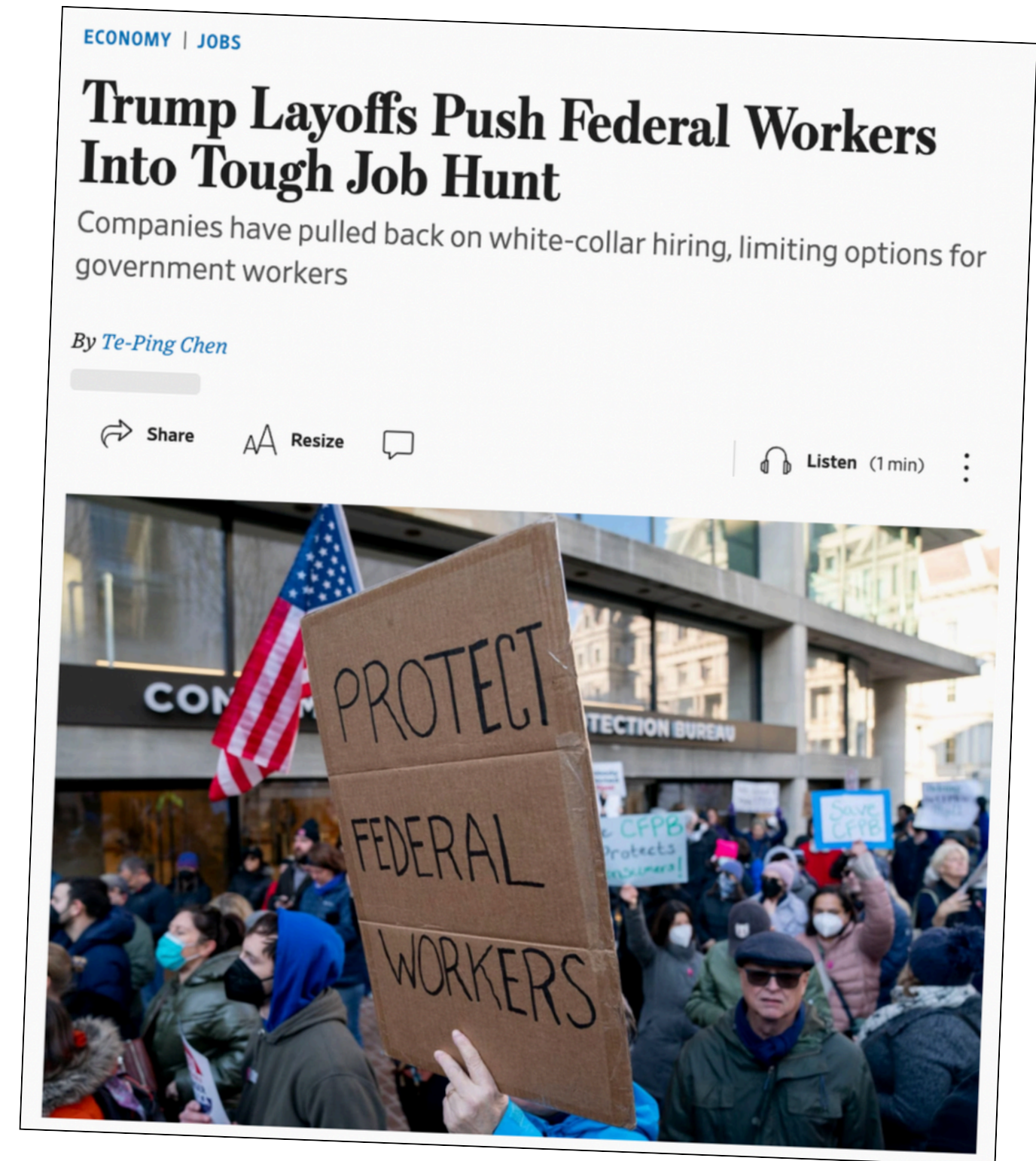
”

DON'T BELIEVE EVERYTHING YOU READ!

IN THE WSJ TODAY...

“Kenneth Corn, who stepped down in January as the Agriculture Department's Oklahoma state director for rural development, said about 200 recent job applications have yielded just two interviews. "I get rejection letters for almost everything," said Corn, 48 years old.”

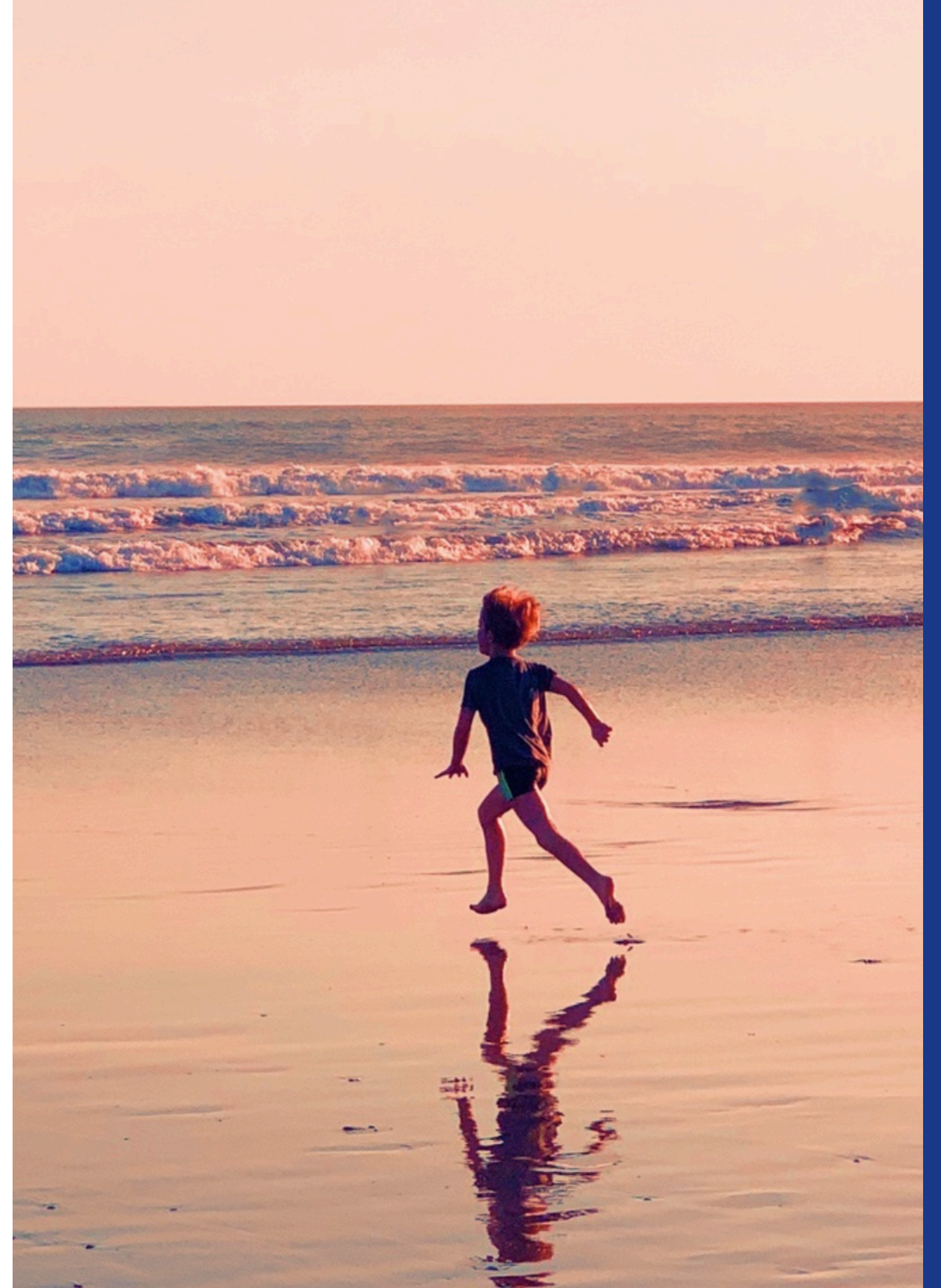
This strategy never worked. Not just now. Never!
So be sure to take these messages with a grain of salt.



AVOID THE RESUME “DROP AND RUN”

“Hey, can you get my resume to anyone you think would be a good prospect for me?”

“Can you give my resume to someone at your company?”



CLARIFY YOUR JOB TARGET

Function

Marketing

Level

Entry-level, Associate, Assistant, Analyst, Intern

Location

Washington D.C. area

Industry



IDENTIFY A LIST OF TARGET COMPANIES

What industries excite you?

Where do they hire for roles like yours?

Do you have any company crushes?





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**Design your
job search
around getting
meetings!**



HOW TO GET A MEETING BEFORE THE JOB IS OPEN

- Complete your LinkedIn profile to 100%
- Make sure you have a professional photo!
- Use Linked In to look up people in your target companies.
- If you want to reach someone who is not active on LinkedIn, you can use *Hunter.io* or *mailscoop.io* to get email addresses.
- Send a personalized message asking for an informational interview.



HOW TO ASK FOR A MEETING (AND GET A YES!)

- Find the person 1-2 levels above you (ideally)
- Ask for “help”
- Make it easy for them:

Personalize it

“I’d love to do a quick Zoom call or phone call to hear your perspective on this industry and what it’s like to work at your company.”



HOW TO ASK FOR A MEETING (AND GET A YES!)

- Personalize it: Demonstrate why you really want to meet with this person.
 - Do you admire their career path?
 - Do you want to know what they do on a day-to-day basis?
 - How did they get to where they are today?
- Respect their time

“I can only imagine how busy you must get, so even 15-20 minutes would be so appreciated.”
- Send a personalized message asking for an informational interview.
- Ask for Advice, Insight, Recommendations, Referrals (AIRR). Don't ask for a JOB!





Hello, Laura,

As an environmental attorney in private practice for 15 years, I found your profile in the Michigan State University alumni database and think your career path and work in/at _____ is fascinating. I am hoping to work in a similar capacity in the future.

I would like to know if you'd be open to a 20-minute informational interview in the next few weeks, as I would like to get some advice on how to launch my career in _____. Please let me know if you have availability in the next few weeks. I'm grateful for your time!

I look forward to hearing back from you.

*Warm regards,
[Your Name]*

CATEGORIES TO DISCUSS



Person



Industry



Company



Position
of interest

QUESTIONS TO ASK!

- What does a typical day look like for you? (Person)
- What education or experience helped you to land this job? (Person)
- How long have you worked for this organization/ been doing this kind of work? (Person)
- What do you love the most about this job? (Person)
- What would you do if you were in my shoes, trying to get work in your field? *(you might want to add, if relevant for you: “with little or no experience in the field”)*
- What's one unexpected lesson you've learned from working at _____? (Person)
- What advice would you give to a person coming into a company like yours? (Person)



Person



QUESTIONS TO ASK!

- What are the major frustrations of this job? (POI, Company)
- How do you stay on top of trends? Do you attend conferences? Which ones? (Industry/Company)
- Are you a member of any industry associations? If so, which ones have been the most beneficial? (Industry)
- What is it like to work here? What is the culture like? (Company)



Industry



Company



Position
of interest



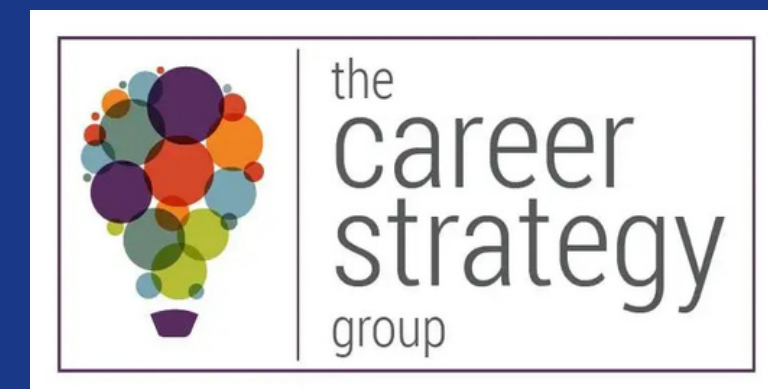


QUESTIONS?



CONTACT

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HOW TO REBUILD A RESUME FOR A CAREER CHANGE

A Practical Guide for Transforming
Your Professional Narrative

Diana Gardner
TorchLight Hire



WHY RESHAPING YOUR RESUME IS ESSENTIAL



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MEET SUZY SAMPLE – SENIOR CONTENT STRATEGIST

Profile: Suzy Sample, VP of Content Strategy

Areas of Expertise: Senior content marketer with progressive leadership and planning experience, overseeing teams of editors, designers, and social media teams.

Years of Experience: 10+

Industry Experience: Nonprofit, Association, and Corporate

Passions: Writing, organizing, planning get-togethers with friends





Craft a Clear Career Executive Summary





Showcase Your Transferable Skills





Tailor Your Resume for Each Job





Navigate a Career Gap or Transition





Leverage Professional Development & Certifications



SUZY
SAMPLE'S
NEW
RESUME

SUZY SAMPLE

[Phone Number] | [Email Address] | [LinkedIn URL]

EXECUTIVE SUMMARY

<Tip: Acknowledge transition! Focus on highlighting transferable leadership, strategic planning, and operational skills.>

Accomplished Senior Content Strategist with over 10 years of experience in content development, team leadership, and operational strategy. Proven track record of driving growth and enhancing efficiency across cross-functional teams. Seeking to leverage expertise in strategic planning, budget management, and C-suite relationships to transition into a senior operations role, leading organizational development and optimizing business processes.

SKILLS & KEY ACCOMPLISHMENTS

<Tip: Focus on leadership, operational management, and cross-functional skills that align with a Senior Operations role.>

- **Leadership & Team Management:** Managed teams of 5 to 30 professionals across multiple departments, fostering collaboration and achieving operational goals.
- **Budget & Resource Management:** Oversaw multimillion-dollar budgets, ensuring efficient allocation of resources and maximization of ROI.
- **Process Improvement & Operational Strategy:** Led initiatives to streamline workflows, enhance team efficiency, and improve cross-functional collaboration.
- **Stakeholder Engagement:** Built and maintained relationships with C-suite executives and key stakeholders to ensure alignment between strategic goals and content operations.
- **Project Management:** Skilled in Agile methodologies for content production and process improvement.
- **Data Analysis & Reporting:** Utilized analytics to inform content and operational strategy, optimizing decision-making and performance.

PROFESSIONAL EXPERIENCE

Senior Content Strategist | [Company Name], [Location] | [Month/Year – Month/Year]

<Tip: Focus on leadership, budget management, and strategic oversight of operations within content teams—skills applicable to operations roles. Highlight budgeting, team management, process improvement, and cross-functional collaboration—that will transfer directly into a senior operations role.>

- Led a team of 12 content creators, project managers, and designers in the development and execution of high-impact content strategies for global clients.
- Optimized cross-functional processes that reduced project timelines by 15%, ensuring faster go-to-market content.
- Managed a content production budget of \$2M, overseeing resource allocation and ensuring cost-efficiency while maintaining quality output.
- Fostered relationships with C-suite executives to align content strategies with business objectives, facilitating a stronger connection between content creation and overall corporate goals.
- Implemented project management software to streamline content workflows, improving team productivity by 20%.

Director of Content Strategy | [Company Name], [Location] | [Month/Year - Month/Year]

<Tip: Emphasize experience managing operational aspects, especially those that involved leadership, team management, and cross-department coordination. Highlight leadership in team coordination, operational management, and senior relationship building, which are critical for operations roles.>

- Directed a cross-departmental team of 25 content strategists, analysts, and marketers, overseeing the strategic development and execution of content programs.
- Redesigned content operations that streamlined collaboration between marketing, design, and analytics teams, leading to a 30% increase in campaign effectiveness.
- Led the content division's annual budget planning and operational forecasting, ensuring resources were allocated effectively to achieve corporate objectives.
- Developed and maintained strong relationships with senior leaders and other departments to align content strategies with overarching business and operational goals.
- Facilitated weekly executive meetings to ensure alignment on key initiatives, presenting progress updates and adjustments to content production based on business performance.

Content Strategy Manager | [Company Name], [Location] | [Month/Year - Month/Year]

<Tip: Highlight the operational responsibilities, process management, and team leadership that contributed to improving business outcomes.>

- Led content planning and production for a portfolio of high-profile clients, delivering marketing strategies that drove a 20% increase in client engagement.
- Managed the end-to-end content production pipeline, including budget, scheduling, and stakeholder communications.
- Implemented data-driven strategies to refine content performance, increasing ROI on content spend by 18%.
- Supervised a team of 8 content developers and marketers, ensuring that daily operations ran smoothly and projects were completed on time and within budget.
- Partnered closely with senior leaders to optimize operational workflows.

EDUCATION

<Tip: Include education at the bottom, emphasizing any certifications or courses that support the career transition to operations management. Remove dates – ageism is a thing!>

MBA, Operations Management | [University Name], [Location]

B.A., Journalism | [University Name], [Location]

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

<Tip: Include certifications, courses, or workshops that could support her transition into operations.>

- Project Management Professional (PMP) Certification | [Certifying Organization]
- Advanced Leadership Program | [Institution or Organization]
- Leadership in Operations Management | [Certifying Organization]

VOLUNTEER EXPERIENCE (Optional)

<Tip: Showcase volunteer work that may involve operational leadership or coordination.>

Nonprofit Organization | [Location] | [Month/Year - Month/Year]

- Organized and managed a team of 10 volunteers for a community event, overseeing logistics, budgets, vendor management, and operational objectives.

ANALYZE THE JOB TARGET AND INDUSTRY

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



FINAL “DEEP” THOUGHTS





QUESTIONS?



CONTACT

diana@torchlighthire.com
linkedin.com/in/digardner11





HOW TO REBUILD A RESUME FOR AI/ATS OPTIMIZATION

A Practical Guide to Breaking Through the Resume Black Hole

Amy Tsuchitani
TorchLight Hire





SIMPLE BEST PRACTICES FOR AN AI/ATS OPTIMIZED RESUME

- **Keep it Simple:** No fancy templates, columns, or graphics — clean format only.
- **Use Keywords from the Job Posting:** Mirror the language exactly — especially job titles, skills, tools, and certifications.
- **Stick to Standard Headings:** Use common titles like “Work Experience” and “Skills” — not creative ones.
- **Include clear, measurable results:** Bullet points are preferred over long paragraphs.



SIMPLE BEST PRACTICES FOR AN AI/ATS OPTIMIZED RESUME

- **Keep each bullet simple:** One achievement per bullet, including a metric or impact if possible.
- **No Photos, Charts, or Text Boxes:** AI can't read them — keep visuals minimal.
- **Keep things succinct:** A resume should be contained to two pages.
- **Save as .docx or PDF:** (text-based only) Make sure the file is readable by copying/pasting into Notepad.
- **Customize for Each Job:** Update your summary and skills to match the job description.
- **Proofread:** Take 5 minutes to read over the optimized resume to make sure it's accurate.

AI TOOLS THAT CAN HELP OPTIMIZE A RESUME

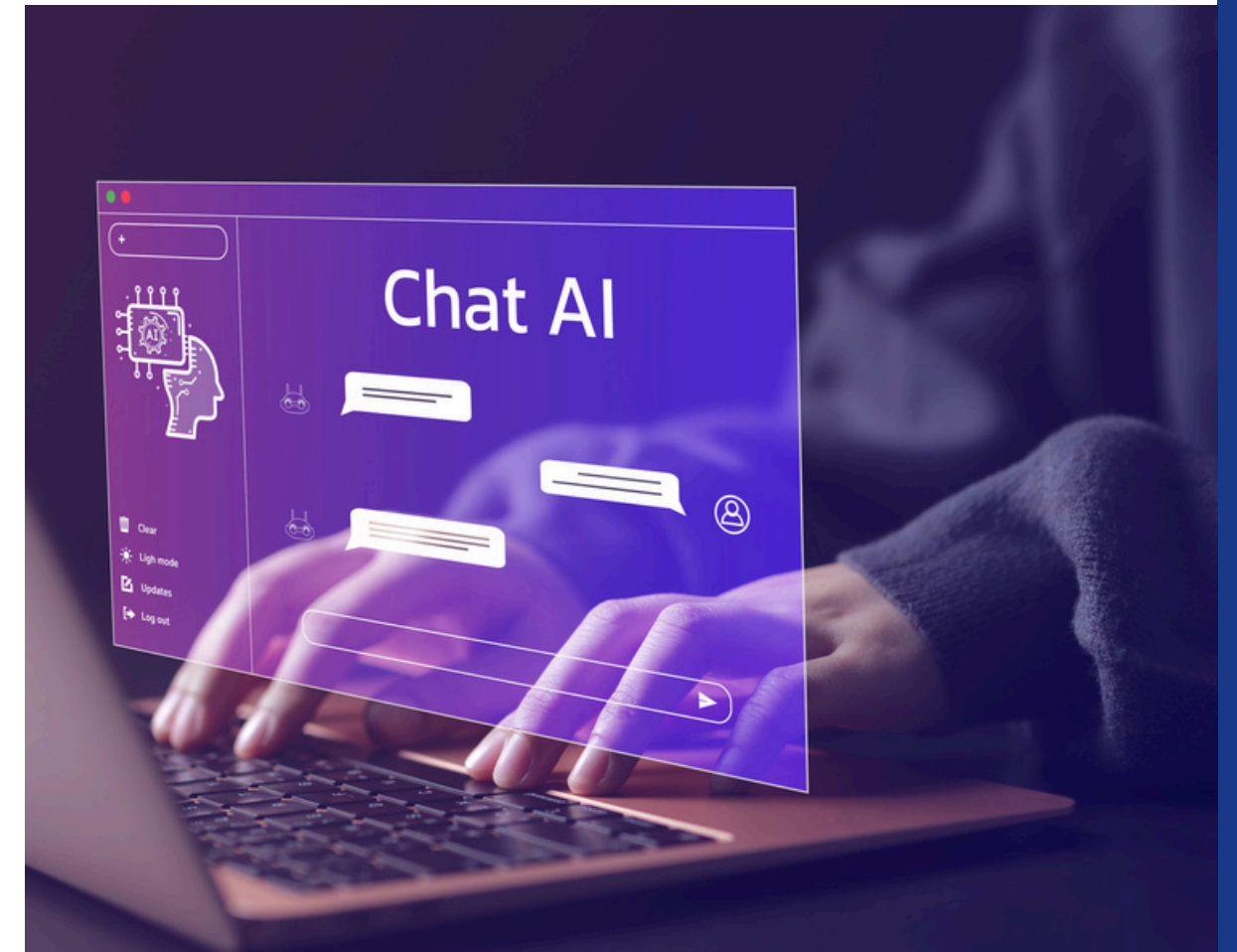
ChatGPT

Create a project in ChatGPT: 'AI Resume Optimization'

PROMPT: *Act as if you are my personal resume advisor, helping me optimize my resume for every job to which I apply. Here's my resume, and I'd first like for you to optimize it for any online submission that may use an AI Screener or go through an ATS screener as a first step.*

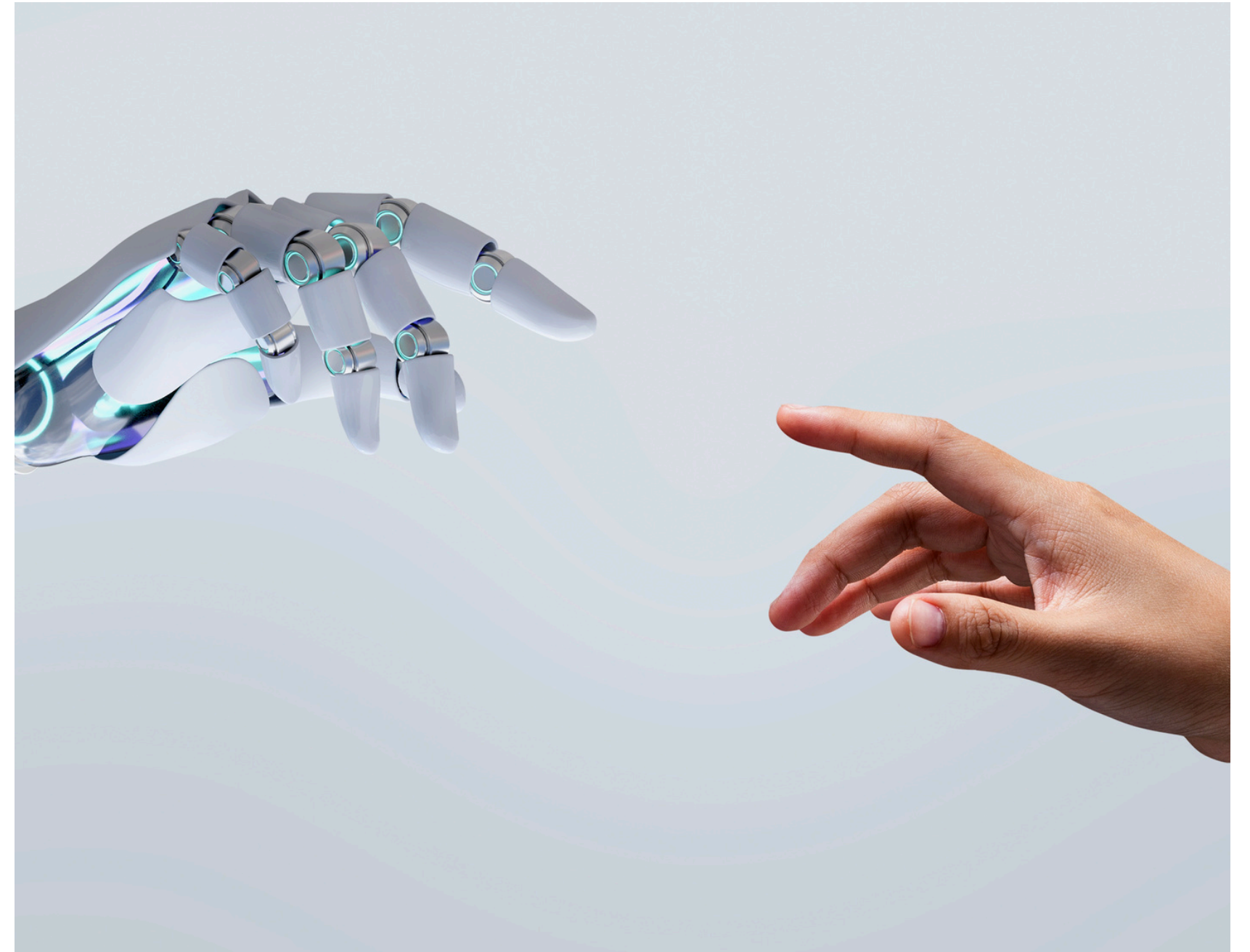
Try Using an AI-Driven Job Search PM Tool

www.callings.ai



CHAT GPT EXAMPLE

- Create Project (gpt4) or new chat
- Use Prompts
- Take optimized version and customize with job descriptions



CHAT GPT EXAMPLE

PHOTO HERE	NAME	DIGITAL MARKETING & CONTENT CREATION EMAIL
ACKNOWLEDGMENTS / CERTIFICATIONS	EXPERIENCE	
<ul style="list-style-type: none"> Certified in social media marketing and branding by Hootsuite Certified in event planning and business branding Certified in Google AdWords (by AdWords online classes) Completed Facebook online certification training <u>Currently</u> a member of Citizens Climate Lobby EDUCATION: double major: Marketing/Advertising & Communication • Graduated - 2013 • Phi Sigma Iota, highest GPA in marketing cohort, Spanish and Business minors, won entrepreneur award/scholarship, won two art awards for photography. 	<p>DIGITAL MARKETING COORDINATOR • EXAMPLE 3 • JULY 10, 2019 – TO PRESENT</p> <p>Plan, schedule, and create digital content for Example 3 social and digital platforms; manage partnerships and collaborations with other brands and influencers; increase social following and brand recognition for the brand; write and manage blog posts; plan SEO for blog posts and website; create and set up social media giveaways and promotions; plan and manage photo shoots for digital content and create shot lists and video lists; manage regular reporting and analytics for accounts, blogs, ads, and website; conduct market research for pet industry; project management; management over intern; plan and manage trackable links for sales; write digital copy for website, social platforms, and ads; identify KPI's for branding and digital strategies; manage and create paid ads on social platforms; plan video content calendar and create and edit video content for digital platforms; create branding and marketing plans and strategies for social accounts; handle online customer questions and reviews; manage and plan events; manage Design Sprints for marketing team.</p> <p>SOCIAL MEDIA & MARKETING COORDINATOR • EXAMPLE 2 • MARCH 24, 2018 – JULY 1, 2019</p> <p>Ran digital marketing ad campaigns on social media (paid and organic); developed digital marketing plans for products; created content and scheduled content for social accounts; increased social following on accounts; created stories for Instagram; created and managed social calendars for brands; managed Google Analytics account; designed and created emails and newsletter templates and copy; created and set up landing pages for giveaways or promotions; created and set up social media giveaways and promotions; managed influencer promotions and partnerships for product lines; wrote and created content for pet blog; managed customer/guest reviews on social platforms; regular reporting and analytics for social accounts, ads, and website; manage websites; worked with team on budgets; edited and managed in-house photo shoots for products; created planograms for retail products and sales team; created infographics; managed set up and planning of pet product events and local shows; helped to design and set up the new websites for both brand lines; project management; managed website; wrote product copy for website.</p>	<p>DIGITAL MARKETING REP • EXAMPLE 1 • APRIL 18, 2017 – MARCH 22, 2018</p> <p>Ran digital marketing campaigns on social media; ran programmatic marketing campaigns; develop digital marketing plans; built and set up app notifications; managed Google AdWords and Analytics accounts and ads; helped with emails and newsletter designs and copy; set up digital buys; wrote blog post; responded to customer/guest reviews on social platforms; ran regular reporting and analytics; managed websites; worked with team on budgets and proposals; project lead and management for Google AdWords/website/email/app projects and tasks; worked on large events with digital content promotions and social media content; worked with video and photo shoot teams.</p> <p>WEB CONTENT & SOCIAL MEDIA STRATEGIST • ABC • SEPT 2015 – APRIL 2017</p> <p>Created design, layout, and back end html coding for website; increased social media usage by 45% in 6 months; published 4 times in Wesleyan College Magazine; wrote marketing plans; updated content on website; helped with digital ad buys; managed reporting and analytics; designed graphics for digital marketing usage, invitations and loops for collages; worked on email campaigns; helped with fundraiser projects; managed student workers and interns (a total of at least 8 girls a year); set up social media ads; managed events on campus for Communication and Marketing Offices.</p> <p>XYZ/FASHION/RETAIL • BELK • APRIL 2013 – SEPT 2014</p> <p>In charge of floor plans and <u>layout</u>; set up clothing lines and sale promotions; worked with customers and orders; regular retail duties; followed style guidelines for branding.</p>
SKILLS		
<ul style="list-style-type: none"> Knowledge of <u>Google</u> web program Knowledge of <u>WordPress</u> web program 		<ul style="list-style-type: none"> Extensive knowledge in WordPress Knowledge of iGoogle, Constant Contact, Marketo and <u>any type</u> email platforms Extensive knowledge in Sprout Social Knowledge of <u>iPad/iPhone</u> App program Knowledge of <u>Instagram</u>, and Hootsuite social tools 8 years in marketing, advertising, branding, communication, content creation, design, and sales related fields Knowledge of social media graphics & advertising strategies Extensive knowledge in Canvas design Management knowledge & training Knowledge of Adobe programs Fluent in Spanish Some knowledge of website coding & html (<u>CSS</u> <u>JavaScript</u> & Java script) Knowledge in paid ads for social platforms Knowledge in leading Design Sprints for branding

[illegible]

Act as if you are my personal advisor for resume optimization. I want to give myself the best chance of having my resume seen by a recruiter for a job posted online that has 100's of applicants. Can you start by optimizing the attached resume generally, keeping in mind that applications are being given a first pass by either an ATS or AI screener?


CHAT GPT EXAMPLE

Chatgpt will first walk through the steps and explain the suggested optimizations

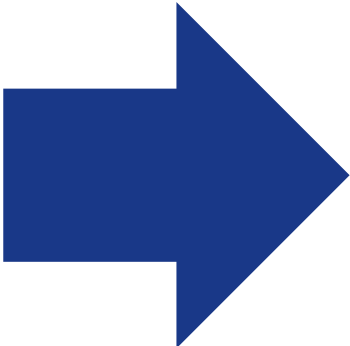


Please rebuild in an ATS-friendly word doc.

Your ATS-optimized resume has been rebuilt in a clean, recruiter- and AI-friendly format. You can download the Word document [Download file](#) link below:

 [Download ATS_Optimized_Resume.docx](#)

Let me know if you'd like me to tailor it further for a specific job or company. [\[?\]](#)



NAME

Digital Marketing & Content Creation | Email

Phone | Email | LinkedIn | Portfolio

Professional Summary

Results-driven digital marketing professional with 7+ years of experience managing multi-channel campaigns, SEO/SEM strategy, and email marketing across retail and association sectors. Proven ability to increase brand engagement, optimize website performance, and drive lead generation using tools like Google Analytics, HubSpot, and WordPress.

Skills

Tools & Platforms: Google Ads, Google Analytics, HubSpot, Canva, Hootsuite, WordPress
Core Skills: SEO/SEM, Lead Generation, Content Marketing, Email Campaigns, UX/UI Principles, HTML/CSS Basics

Experience

Digital Marketing Coordinator – Example 3

July 10, 2019 – Present

- Created and managed digital content for Example 3’s web and social channels, increasing Instagram engagement by 40%.
- Developed SEO strategy that improved blog traffic by 60%.
- Managed influencer campaigns and executed giveaways.
- Oversaw analytics reporting to sales and leadership teams.
- Coordinated live chat campaigns and optimized website UX for lead generation.
- Managed vendor relationships and supervised digital strategy execution.

Social Media & Marketing Coordinator – Example 2

- Led social media and programmatic ad campaigns.
- Built landing pages, analyzed SEO reports, and ran Google Ads.
- Managed Google Analytics dashboards and UX feedback loops.
- Reported campaign performance and insights to stakeholders.

Web Content & Social Media Strategist – ABC

September 2015 – April 2017

- Designed and managed content for website and social.
- Increased social media usage by 65%; published articles and graphics.
- Managed intern team; aligned digital branding across platforms.

XYZ/Fashion Retail – Belk

April 2013 – September 2014

- Managed floor displays, product branding, and visual content.
- Coordinated promotions with marketing and vendor guidelines.

Certifications & Professional Development

- Social Media Marketing – Hootsuite
- Event Planning – Eventbrite
- Google Ads/Analytics – Google
- Facebook Certification – Meta
- Member – Citizens Climate Lobby
- B.A., Marketing & Communications, 2013

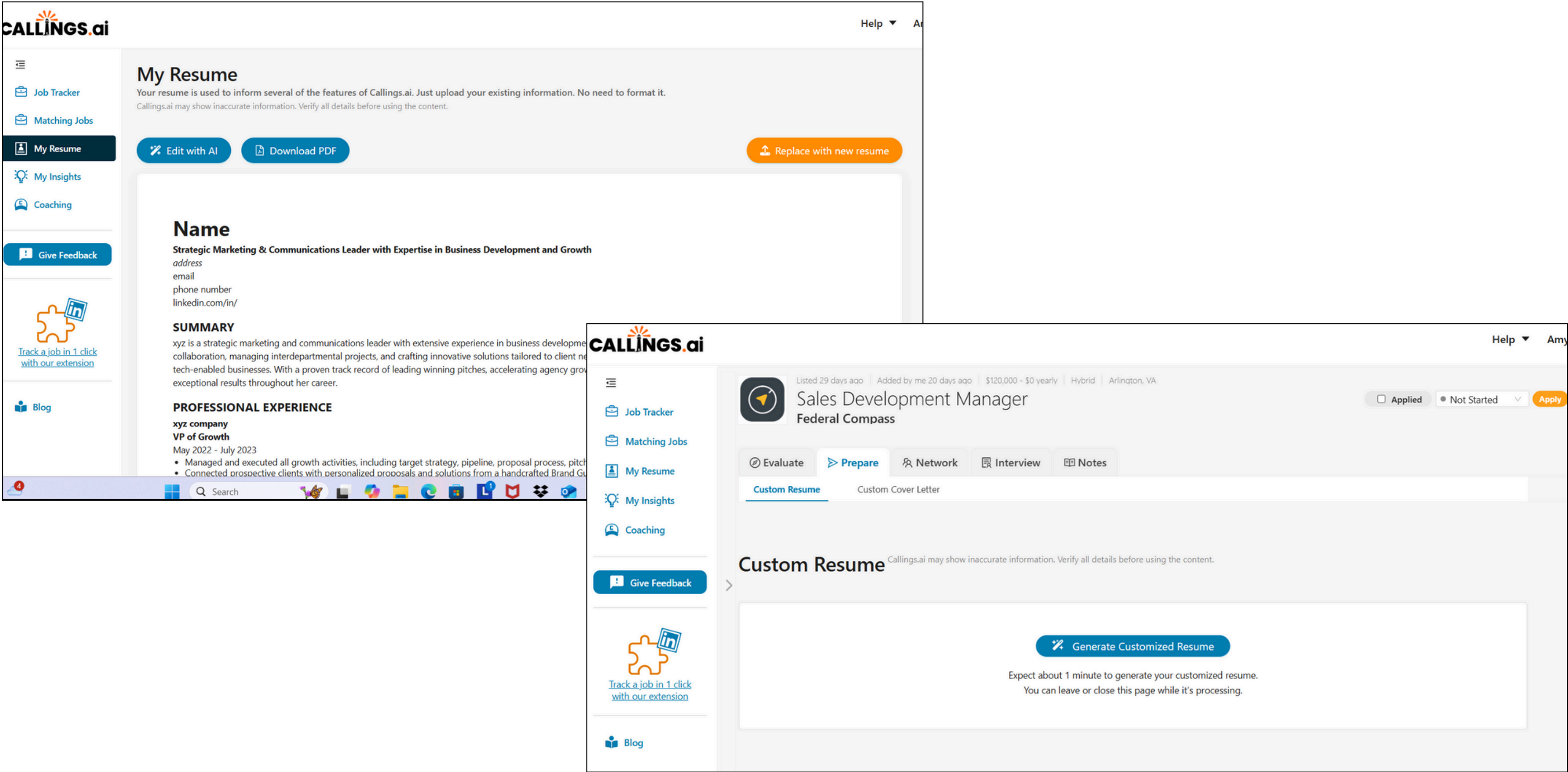
AI PM TOOL EXAMPLE

www.callings.ai

- End-to-end AI-driven job search management tool
- Enter resume for optimization
- Use that version for every job application with reference to the job descriptions



AI PM TOOL EXAMPLE



SUMMARY

- Keep a copy of a best practices list
- Create one master ai-optimized resume
- Use tools like Chat GPT or an ai-enabled job search tool to manage your individual job optimizations
- Take time to proofread every new version of your resume



QUESTIONS?



CONNECT

amy@torchlighthire.com
[linkedin.com/in/amy-tsuchitani](https://www.linkedin.com/in/amy-tsuchitani)

Post Webinar reference tools,
including free month with callings.ai
coming your way!





Thank You!

JDC  EVENTS



TorchLightHire 