



Career Advisor Training Course

Modernized to Include Practical Ways to Integrate AI Responsibly

Fri, Sep 25, 2026 | 10 AM PCT - 2.5 hours

Presenter:
Wanda Kusumajuda Pichette (Wanda KP)

Lead Career Development Educator & Founder of Grow Career Development





Session Agenda

Introductions

Overview of the Career Advising Field

Creating Comprehensive Resumes

Facilitating Engaging Job Search Workshops

Question & Answer Session



**Slides and Resources will be
available after the session**

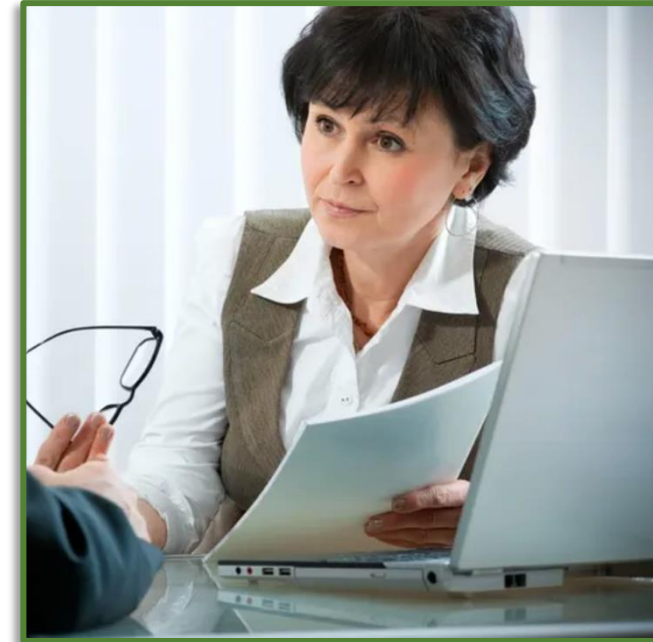
Overview of the Career Advising Field



Overview of the Career Advising Field

Clients come to Career Advisors or Career Development Practitioners expecting ***expertise and experience*** that they can not find using AI or via a Google Search (articles, YouTube videos, templates etc.)

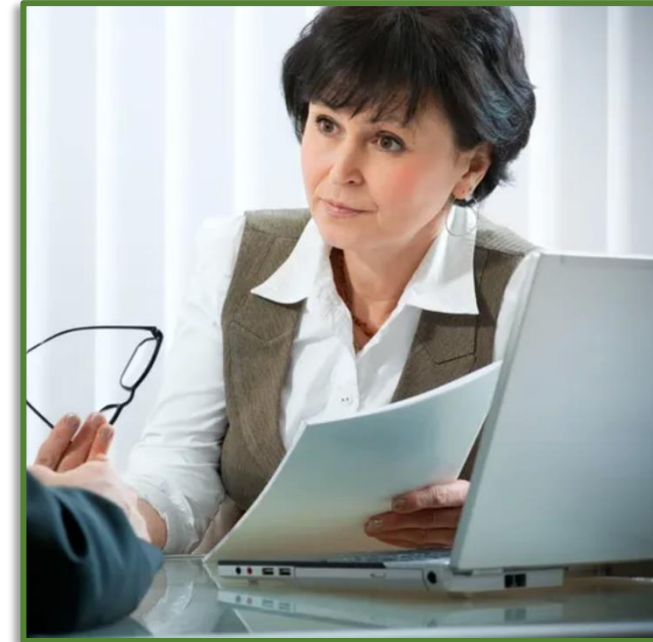
Developing '**buy-in**' from our clients means we must demonstrate solid ***career development knowledge & intermediate advising skills.***



Overview of the Career Advising Field

The key to developing 'buy-in' is not about providing all our job search expertise to them but instead focusing on support that they need & want and therefore will follow-through with.

We need to ***confirm with our clients what they feel they need***, rather than listening for problem symptoms and giving quick diagnoses.



Creating Comprehensive Resumes



Creating Comprehensive Resumes

Working in government-funded programs, clients coming through the doors could have major difficulty with resume creation - but not always.

In government-funded programs and non-profit organizations it is often thought that ***ethically we should not be writing resumes for our clients.***

It is often believed that our job is to ***empower clients to learn how to create and write their own resumes*** so that in the future they can do this on their own.



Creating Comprehensive Resumes

How can we get our clients to write their own resumes when:

- they are not comfortable with computers
- not very good at writing
- English is their 2nd language
- simply do not want to do it

Any ideas?



Creating Comprehensive Resumes

What is a Canadian Resume?

- Not a CV (Curriculum Vitae)
- Lists up to the last 10-15 years of experience
- A 'targeted' document, maximum 2 pages
- Employers often **scan** the resume for 5-30 secs, but mainly the first page!
- Focuses on **relevant experience, education & skills**, use the National Occupational Classifications (NOC) for guidance <https://noc.esdc.gc.ca/> common job titles, descriptions and key job duties



National Occupational Classifications (NOC) for guidance <https://noc.esdc.gc.ca/>

The National Occupational Classification (NOC) is Canada's national system for describing occupations.

You can search the NOC to find where an occupation is classified or to learn about its main duties, educational requirements or other useful information.

Search by job title

Search by NOC code

Version

NOC 2021 Version 1.0



Enter your job title

Example: Banking, insurance and other financial clerks

Search



Comparative search



Advanced search



Search tips



About the NOC

Learn about the NOC and the revision process, take a tutorial, or read the FAQ.



Hierarchy and structure

Access the NOC occupational structure and matrix.



NOC versions

Read about the latest updates and consult the previous versions and their concordance tables.



Occupational and Skills Information System (OaSIS)

Access the OaSIS database to explore detailed information on occupations and competencies.



Participate in NOC consultations



Skills and Competencies Taxonomy



NOC 2021



Career Handbook



Related sites

National Occupational Classifications (NOC) for guidance <https://noc.esdc.gc.ca/>

The National Occupational Classification (NOC) is Canada's national system for describing occupations. You can search the NOC to find where an occupation is classified or to learn about its main duties, educational requirements or other useful information.

Search by job title

Search by NOC code

Version

NOC 2021 Version 1.0



Enter your job title

administrative assistant

Search



Comparative search



Advanced search



Search tips

Filter items

Showing 1 to 3 of 3 entries

Show

30

entries

Unit group	Broad occupational category	TEER	Title
↑ ↓	↑ ↓	↑ ↓	↑ ↓
13110 – Administrative assistants	1 – Business, finance and administration occupations	3 – Occupations usually require a college diploma or apprenticeship training of less than two years; or more than six months of on-the-job training	▶ Matching job titles
13111 – Legal administrative assistants	1 – Business, finance and administration occupations	3 – Occupations usually require a college diploma or apprenticeship training of less than two years; or more than six months of on-the-job training	▶ Matching job titles
13112 – Medical administrative assistants	1 – Business, finance and administration occupations	3 – Occupations usually require a college diploma or apprenticeship training of less than two years; or more than six months of on-the-job training	▶ Matching job titles

13110 – Administrative assistants

Administrative assistants perform a variety of administrative duties in support of managerial and professional employers. They are employed throughout the private and public sectors.

Profile	Breakdown summary
Example titles Index of titles - Administrative assistant - Executive secretary (except legal and medical) - Human resources administrator - Office administrative assistant - Private secretary - Secretary (except legal and medical) - Technical secretary Inclusions - Secretary-clerk Main duties This group performs some or all of the following duties: - Prepare, key in, edit and proofread correspondence, invoices, presentations.	Broad occupational category 1 – Business, finance and administration occupations TEER 3 – Occupations usually require a college diploma or apprenticeship training of less than two years; or more than six months of on-the-job training Major group 13 – Administrative occupations and transportation logistics occupations Sub-major group 131 – Administrative occupations Minor group 1311 – Office administrative assistants - general, legal and medical Version

Main duties

This group performs some or all of the following duties:

- Prepare, key in, edit and proofread correspondence, invoices, presentations, brochures, publications, reports and related material from machine dictation and handwritten copy
- Open and distribute incoming regular and electronic mail and other material and coordinate the flow of information internally and with other departments and organizations
- Schedule and confirm appointments and meetings of employer
- Order office supplies and maintain inventory
- Answer telephone and electronic enquiries and relay telephone calls and messages
- Set up and maintain manual and computerized information filing systems
- Determine and establish office procedures
- Greet visitors, ascertain nature of business and direct visitors to employer or appropriate person
- Record and prepare minutes of meetings
- Arrange travel schedules and make reservations
- May compile data, statistics and other information to support research activities
- May supervise and train office staff in procedures and in use of current software
- May organize conferences.

Employment requirements

Minor group

1311 – Office administrative assistants - general, legal and medical

Version

NOC 2021 Version 1.0

Labour market information

Job Bank – Explore the Market

<https://www.jobbank.gc.ca/trend-analysis>

Explore the market

By occupation 

Learn more about an occupation you are interested in: wages, outlooks, education, skills needed and so much more.

Job title

Example: Cook

Location

City, province or territory

Search



Administrative Assistant in British Columbia

Summary

Description

Wages

Prospects

Jobs

Requirements

Competencies

New search

Find out what competencies you typically need to work as an administrative assistant in Canada. These skills are applicable to all Administrative assistants (NOC 13110).

Skills

	Proficiency or complexity level
Writing	3 - Moderate Level
Coordinating	2 - Low Level
Instructing	2 - Low Level
Monitoring	2 - Low Level
Time Management	2 - Low Level
Management of Personnel Resources	2 - Low Level



Government
of Canada

Gouvernement
du Canada

MENU ▾

[Canada.ca](#) > [National Occupational Classification](#) > Welcome to the OaSIS



Welcome to the Occupational and Skills Information System

The Occupational and Skills Information System (OaSIS) provides a comprehensive framework of the skills, abilities, personal attributes, knowledge, and interests typically required for 900 Canadian occupations. It also offers context about the work environments where these occupations are performed.

Keyword

Code

Competency

Version

OaSIS 2025 Version 1.0

13110.00 – Administrative assistants



Administrative assistants perform a variety of administrative duties in support of managerial and professional employers.

[Overview](#)[Work characteristics](#)[Skills and abilities](#)[Interests](#)[Employment requirements](#)[Skills for Success](#)

Overview



Example job titles

- Administrative assistant
- Executive secretary (except legal and medical)
- Human resources administrator
- Office administrative assistant
- Private secretary
- Secretary (except legal and medical)
- Technical secretary

[See more – Job titles](#)

NOC hierarchy breakdown

NOC version

NOC 2021 Version 1.0

Broad occupational category

[1 – Business, finance and administration occupations](#)

Creating Comprehensive Resumes

What is a Canadian Resume? (continued)

- Does not include information that can lead to discrimination, i.e. photo, heritage, gender, religion etc.
- Introduced by a cover letter and mentions having references, but does not include them



Creating Comprehensive Resumes

As this is a basic-intermediate level course, the focus is foundational skills and practical applications, with emphasis on building confidence in core areas.

1. Resume Purpose, Structure, Content & Layout
2. Tailoring Master Resumes to Job Descriptions
3. Demystifying ATS (Applicant Tracking Systems)
4. Using AI Responsibly for Resume Development



1. Resume Purpose, Structure, Content & Layout

Purpose of a resume: to highlight *relevant skills, experience, and qualifications* that match a job's description and/or posting.

“The Resume is to get the Interview;

The Interview is to get the Job.”

Basic Resume Structure/Formats: Chronological, Functional & Combination.



Chronological Resumes

- Organized chronologically according to time, ***listing the most recent education and experience first*** and working back to earlier information.
- The most widely used because of its simplicity, employers often advise that this resumé type is most preferred.
- **Best used** for clients that have had continuous employment, demonstrates career progression and can provide a historical view of their past.

FIRST & LAST NAME

1234 Robson Street, Vancouver, BC V3S 2G7

(604) 555-6666

jane.smith@gmail.com

OBJECTIVE

Job posting title or objective sentence.

PROFILE

•
•
•
•
•
•

WORK AND VOLUNTEER EXPERIENCE

Job Title

Company, City, Province/Country

Month Year – Present

•
•
• |

Job Title

Company, City, Province/Country

Month Year – Month Year

•
•
•

Job Title

Company, City, Province/Country

Month Year – Month Year

•
•
•

EDUCATION

Degree/Diploma/Certification

Name of Institute, City, Province/Country

Month Year – Month Year

Degree/Diploma/Certification

Name of Institute, City, Province/Country

Month Year – Month Year

Degree/Diploma/Certification

Name of Institute, City, Province/Country

Month Year – Month Year

References Available Upon Request

Functional Resumes

- Similar to the Chronological resume in how education and experience is listed with the most recent on the top
- Main difference is that there is a detailed Skills Summary section, with competency sub-headings before just a basic listing in the Work Experience section
- This format ***spotlights*** key traits or qualities, providing details and examples that demonstrate those qualities.
- **Best used** if you do not have continuous employment experience, are changing careers or limited or no work experience

FIRST & LAST NAME

1234 Robson Street, Vancouver, BC V3S 2G7

(604) 555-6666

jane.smith@gmail.com

OBJECTIVE

Job posting title or objective sentence.

PROFILE

•
•
•
•

SKILLS SUMMARY

Subsection Heading (example: Customer Service Skills)

•
•
•
•
•

Subsection Heading (example: Administrative Skills)

•
•
•
•
•

WORK AND VOLUNTEER EXPERIENCE

Job Title

Company, City, Province/Country

Month Year – Present

Job Title

Company, City, Province/Country

Month Year – Month Year

Job Title

Company, City, Province/Country

Month Year – Month Year

EDUCATION

Degree/Diploma/Certification

Name of Institute, City, Province/Country

Month Year – Month Year

Degree/Diploma/Certification

Name of Institute, City, Province/Country

Month Year – Month Year

References Available Upon Request

Combination Resumes

- Emphasizes skills and accomplishments, but also includes a chronological listing of work experience
- The main difference: blends a detailed Skills Summary section & a chronological Work Experience section.
- The Skills Summary highlights key competencies, while the Work Experience section that follows, lists job details in reverse chronological order.
- **Best used:** have relevant skills for the job but want to show a balance of abilities employment history

FIRST & LAST NAME

1234 Robson Street, Vancouver, BC V3S 2G7

(604) 555-6666

jane.smith@gmail.com

OBJECTIVE

Job posting title or objective sentence.

PROFILE

•
•
•
•

SKILLS SUMMARY

•
•
•
•
•
•

WORK AND VOLUNTEER EXPERIENCE

Job Title

Company, City, Province/Country

Month Year – Present

•
•
•

Job Title

Company, City, Province/Country

Month Year – Month Year

•
•
•
|

EDUCATION

Degree/Diploma/Certification

Name of Institute, City, Province/Country

Month Year – Month Year

Degree/Diploma/Certification

Name of Institute, City, Province/Country

Month Year – Month Year

References Available Upon Request

1. Resume Purpose, Structure, Content & Layout (continued)

Content: Employers are drawn to *specifics* that relate to the positions they are looking to fill.

- Use technical terms, buzzwords, or personal characteristics they may be looking for.

Layout: Employers scan the layout of resumes.

- Their eyes will be drawn to *easy-to-read* resumes with inviting formats, highlighted sections & white space.
- Bold and underline words or sections carefully. Clear headings & sub-headings. Short sentence bullet points.



Standard Resume Sections

- I. Heading/Contact Information**
- II. Objective**
- III. Profile/Qualification Highlights/Professional Summary**
- IV. Skills Summary**
- V. Work & Volunteer Experience**
- VI. Education, Training & Certifications**
- VII. Accomplishment Statements**



I. Heading/Contact Information

Structure:

First Name Last Name

Phone: 604-000-0000 | Email: 0000@gmail.com

560 Robson Street, Vancouver, BC V5H 7W4

Example:

Steve Jobs

Phone: 604-555-6666 | Email: steve_jobs@gmail.com

560 Robson Street, Vancouver, BC V5H 7W4



II. Objective (Or the Job Title you are applying for)

Structure: The job you are applying for and why skills you can bring or offer the company or simply the name of the job you are applying for.

Examples:

Objective: Sales Associate at Indigo Bookstore (short)

OR

Objective: I would like to apply for a part-time position as a Server, where I can offer my years of experience working in fine-dining restaurants (longer)



III. Profile/Qualification Highlights

A bullet-point summary of your key qualifications for the job, also sometimes written as a paragraph; employers usually read this first.

Content: overall relevant work experience, education, training, courses, work-related hard skills and work-related personal characteristics (soft skills). As a guideline for the section:

- **Work Experience**
- **Academic Training**
- **Skills (Hard Skills = Technical Skills)**
- **Personal Characteristics (Soft Skills = Personal & Professional Attributes)**



III. Profile/Qualification Highlights (continued)

Example:

- 1 year of experience working in Customer Service
- Strong background in handling customer complaints, processing payments and managing store inventory
- Completed Customer Service courses at BCIT
- Attended internal training on Handling Customer Complaints
- Skilled at providing information about store promotions, answering customer questions, handling product returns
- Able to stand for many hours and work flexible shifts
- Responsible team player who enjoys multitasking
- Friendly, reliable and helpful worker



III. Profile/Qualification Highlights (continued)

Example:

Friendly and reliable customer service professional with 1 year of experience assisting customers, handling complaints, processing payments and managing store inventory. Completed Customer Service training at BCIT, along with internal training in handling customer complaints. Skilled at answering customer questions, explaining store promotions, processing product returns and providing helpful service. Responsible team player who enjoys multitasking and is able to work flexible shifts.



IV. Skills Summary

- Clients can write a summary of technical skills grouped into logical categories, such as “Programming Languages” or “Data Analysis Tools”.
- By structuring skills into columns or boxes in this manner the resume is infinitely more readable at a glance for human recruiters.



SKILLS SUMMARY

PROGRAMMING LANGUAGES • Python • Java • C++ • SQL • JavaScript • R • HTML & CSS	DATA ANALYSIS TOOLS • Microsoft Excel (Advanced) • Google Sheets • Pandas • NumPy • Matplotlib • Seaborn • <u>Jupyter Notebook</u>	DATA VISUALIZATION • Tableau • Microsoft Power BI • Looker Studio • <u>Plotly</u> • ggplot2 • Matplotlib • Seaborn
MACHINE LEARNING • Scikit-learn • TensorFlow • <u>Keras</u> • <u>XGBoost</u> • <u>LightGBM</u> • Feature Engineering • Model Evaluation & Tuning	DATABASES • MySQL • PostgreSQL • SQLite • Microsoft SQL Server • MongoDB • Data Modeling • Query Optimization	TOOLS & TECHNOLOGIES • Git & GitHub • Visual Studio Code • <u>Jupyter Notebook</u> • Docker • APIs (REST) • Linux (Basic) • Microsoft PowerPoint (Advanced)

IV. Skills Summary (continued)

- Clients can also create a special section to write about the ***transferable skills they have that are relevant to the job***, which they may have gotten from other personal experiences.
- Clients can review NOC job descriptions or job postings of positions of interest, to ***use as a guide*** on what to write in this section.
- The following slides will show you an example of a Skills Summary for a Functional resume; and for a Combinational resume, you would just use a short list of bullet points; no sub-headings are needed.



Skills Summary Structure (Functional Resumes)

Skills Summary

Subsection Heading (Example: Administrative Skills)

-
-
-

Subsection Heading (Example: General Office Skills)

-
-
-

Skills Summary Example (Functional Resumes)

Skills Summary

Administrative Skills

- Write letters and proposals using MS Word as instructed by Supervisor.
- Prepare PowerPoint presentations to report research findings.
- Create and respond to email messages from clients and internal staff members.

General Office Skills

- Answer phones and respond to email messages promptly
- Able to arrange travel schedules, book airline and restaurant reservations
- Manage and order stationary as well as other office supplies periodically

Skills Summary Structure (Combination Resumes)

Skills Summary

-
-
-
-
-
-

Skills Summary Example (Combination Resumes)

Skills Summary

- Write letters and proposals using MS Word as instructed by Supervisor.
- Prepare PowerPoint presentations to report research findings.
- Create and respond to email messages from clients and internal staff members.
- Answer phones and respond to email messages promptly
- Able to arrange travel schedules, book airline and restaurant reservations
- Manage and order stationary as well as other office supplies periodically

V. Work & Volunteer Experience: Action-Task-Result

Structure:

Job Title

Month Year – Month Year

Name of Company, City, Province/Country

- Minimum 3-5 Action-Driven Bullet Points using the **Action-Task-Result** method.
Strong action verb + **detail the specific task/object/subject** + **conclude with descriptive result or detail** (who, what, where, how, when, why)

Example:

Sales Associate

May 2019 – April 2020

The Book Company, Vancouver, BC

- Stacked books quickly during every shift
- Suggested book and genre options to customers as directed by supervisor
- Answered customer questions in a friendly and professional manner

VI. Education, Training & Certifications

Structure:

Degree/Diploma/Certification **Month Year – Month Year**
Name of Institute, City, Province/Country

Example:

Professional Customer Service Certificate **May 2022 – Current**
BC Institute of Technology, Vancouver, BC

Hotel Management Bachelor's Degree **May 2021 – Current**
University of Lucerne, Zurich, Switzerland



VII. Accomplishment Statements

- These do not need to be winning awards or having the best sales, they could be more position or industry-level related.
- Examples such as setting up a new filing system, receiving consistent positive performance reviews, managing a shift with less staff etc.
- If clients have many accomplishment statements from one job, they can add them as the first bullet points of their work experience entry



VII. Accomplishment Statements

- If they have one for each job, they can add it at the bottom of each work experience entry and label it 'Key Accomplishment'
- If there are a few statements but not consistent for each job, another section can be added called 'Key Accomplishments'
- **Example sentence:** *"Met monthly target of 30 employed clients in positions related to their education or within their field."*



2. Tailoring Master Resumes to Job Descriptions

- **Master Resumes** can be created by analyzing multiple job descriptions and local job postings for the same type of position. Preferably minimum of 3-5 each.
- This includes highlighting the most important and frequently used words or phrases that are directly relevant to the role and then making sure to incorporate them into the master resume.
- Clients can review job descriptions, National Occupational Classification (NOC) job duties <https://noc.esdc.gc.ca/> or local job postings.



2. Tailoring Master Resumes to Job Descriptions

- In BC on the WorkBC site
<https://www.workbc.ca/plan-career/explore-careers>
- In Ontario on the province's government site
<https://services.labour.gov.on.ca/labourmarket-ui/search#occupation-search>



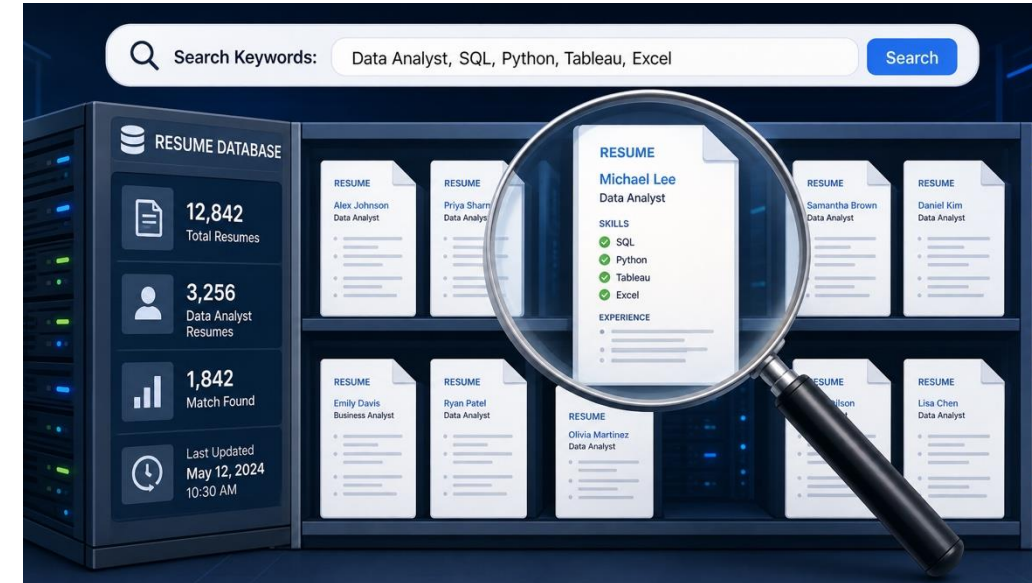
2. Tailoring Master Resumes to Job Descriptions

- When the client wants to apply for a job, if their master resume is well-researched, it should not take too long to further tweak it to the needs of a specific job posting.
- Example highlighting key phrases in job description:
 - Bus and re-set tables, keep server stations stocked and clean
 - Perform opening and closing duties, as well as daily and weekly cleaning duties, as outlined in checklists
 - Maintain good working knowledge of the POS system and payment machines in order to provide efficient and accurate ordering and billing



3. Demystifying ATS (Applicant Tracking Systems)

- Software used to manage the hiring process; scans and sorts resumes, helping recruiters filter through large volumes of applications quickly (often used by mid-sized to large employers)
- An Applicant Tracking System functions as a passive, highly organized database.
- Recruiters query the database much like one queries a search engine.



3. Demystifying ATS (Applicant Tracking Systems)

- ATS scans for **keywords** & key information that match the job description, then ranks or categorizes resumes to prioritize candidates who appear to be the best fit.
- **Keywords** are specific words or phrases that match the skills, qualifications, and experience required for the job.
- If the resume does not contain the literal keywords the recruiter searches for, it will simply never appear in the search results.



3. Demystifying ATS (Applicant Tracking Systems)

- They are typically found directly within the job description, under sections like “Responsibilities,” “Qualifications,” or “Required Skills.” Look for hard skills, soft skills & industry-specific terms.
- ***Example:*** data analysis; Python programming; leadership; project lifecycle; customer service; communication etc.
- ***AI-Assisted Keyword Extraction - perform gap analysis - embed organically into context of work history, using the formula of ‘Action Verb + Keyword + Measurable Result’***



3. Demystifying ATS (Applicant Tracking Systems)

Layout Rules

- Resumes must be chronological, ATS is often unable to scan highly creative formats (e.g. Canva)
- Use standard universally recognized fonts (e.g. Arial, Times New Roman, or Calibri in sizes 10-12)
- Use conventional headings (e.g. Work Experience and Skills. Creative headings will confuse ATS)
- Avoid tables, columns, and text boxes
- Eliminate images and graphics





LESS EFFECTIVE

- **Hard to scan**
Unclear hierarchy and busy design make it difficult to find key information.
- **Overly creative**
Unique fonts, colors, and graphics can be distracting and look unprofessional.
- **Information overload**
Too much on one page competes for attention and reduces clarity.
- **Unclear focus**
Important details get lost among icons, charts, and layouts.
- **Not ATS-friendly**
Complex formatting, graphics, and columns can confuse applicant tracking systems.

ALEX JOHNSON

CREATIVE MARKETER

ABOUT ME

Passionate marketer with a love for creative ideas and building brands that connect with people.

LET'S CONNECT!

✉ alex.johnson@email.com
☎ (604) 123-9876
📍 Vancouver, BC
🌐 linkedin.com/in/alexjohnson
📷 @alex.creates

SKILLS

Photoshop	90%
Illustrator	85%
InDesign	75%
Canva	70%
Social Media	95%
Copywriting	80%

WHAT I DO

Strategy	20%
Content	30%
Social Media	25%

EDUCATION

B.A. in Communications
University of British Columbia
2018 - 2022

EXPERIENCE

Digital Marketing Ninja
GreenLeaf Foods, Vancouver, BC 2022 - Present
→ Create killer campaigns across all platforms
→ Boost brand vibes and engagement
→ Work with awesome teams to get things done!

Marketing Rockstar
Coast Creative Agency, Vancouver, BC 2020 - 2022
→ Managed social media and content
→ Helped grow followers and traffic
→ Designed assets that pop!

Marketing Intern
Bright Ideas Media, Vancouver, BC 2019 - 2020
→ Assisted with content creation
→ Supported campaign planning
→ Learned a ton and had fun doing it!

I TURN IDEAS INTO IMPACT.

ALEX JOHNSON

MARKETING SPECIALIST

✉ alex.johnson@email.com | ☎ (604) 123-9876 | 📍 Vancouver, BC, Canada | 🌐 linkedin.com/in/alexjohnson

PROFESSIONAL SUMMARY

Results-driven marketing specialist with 3+ years of experience in digital marketing, content creation, and brand strategy. Skilled in developing and executing multi-channel campaigns that increase engagement and brand visibility. Known for being organized, collaborative and creative, with a track record of contributing to measurable results in the Canadian consumer goods sector.

KEY SKILLS

• Social Media Marketing • Content Creation (Canva, Adobe Creative Suite) • Email Marketing
• Google Analytics • Content Strategy • Project Coordination • Stakeholder Communication

PROFESSIONAL EXPERIENCE

Marketing Specialist

GreenLeaf Foods | Vancouver, BC

Jan 2022 - Present

- Plan and execute multi-channel marketing campaigns across social media, email and web.
- Create engaging content to support product launches and seasonal promotions.
- Collaborate with cross-functional teams including sales, design and product management.
- Track and analyze campaign performance using Google Analytics to inform strategy.

Marketing Assistant

Coast Creative Agency | Vancouver, BC

Sep 2020 - Dec 2021

- Supported social media and email marketing for multiple client accounts.
- Designed graphics and blog posts using Canva and Adobe Creative Suite.
- Assisted with campaign planning, scheduling and reporting.
- Contributed to a 40% increase in social media engagement within one year.

Marketing Intern

Bright Ideas Media | Vancouver, BC

May 2019 - Aug 2020

- Assisted with content creation and social media scheduling.
- Supported market research and competitor analysis.
- Helped prepare materials for client presentations.

EDUCATION

Bachelor of Arts in Communications

University of British Columbia | Vancouver, BC, Canada

2018 - 2022

ADDITIONAL INFORMATION

- **Volunteer:** Volunteer Marketing Support, BC SPCA (2021 - Present)
- **Certifications:** Google Analytics Individual Qualification (GAIQ), 2023

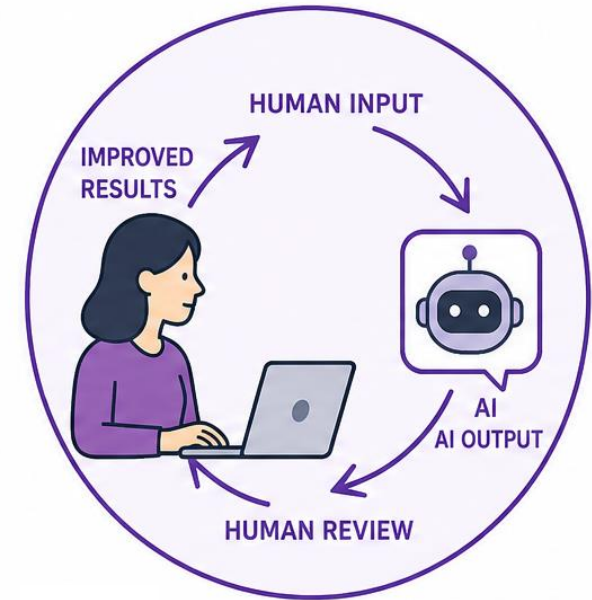


MORE EFFECTIVE

- **Easy to scan**
Clear headings and simple layout help readers quickly find key information.
- **Professional design**
Clean, standard fonts and minimal styling create a polished and credible impression.
- **Focused content**
Concise information with strong relevance keeps the reader engaged.
- **Clear hierarchy**
Well-organized sections and consistent formatting highlight what matters most.
- **ATS-friendly**
Simple structure and standard formatting ensure compatibility with applicant tracking systems.

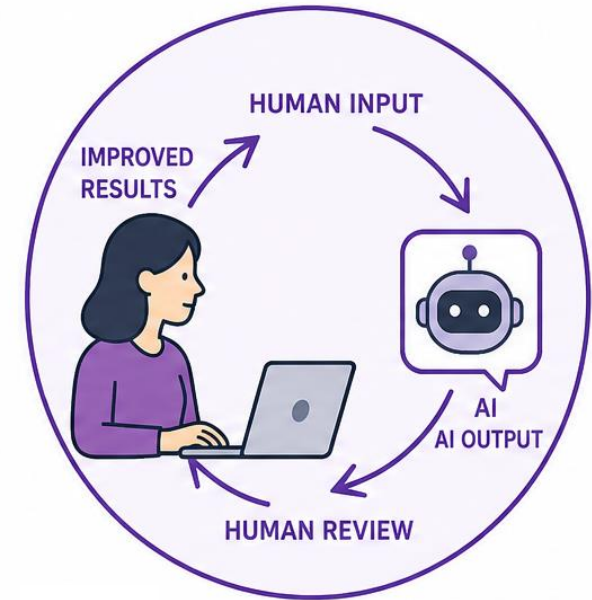
4. Using AI Responsibly for Resume Development

- A Key Risk of using AI for resume development is losing one's authentic professional voice.
- AI should be used as a tool or brainstorming assistant, not an infallible author.
- Always conduct a 'Human-in-the-Loop evaluation' which is a critical review process for auditing AI-generated content for resumes.



4. Using AI Responsibly for Resume Development

- An AI hallucination occurs when the artificial intelligence generates information that sounds highly plausible but is entirely fabricated.
- The model can invent data to create what it perceives as an ideal bullet point, this can include metric fabrication and technical skill hallucination.
- Scope inflation is where the system exaggerates the level of authority the person held.



4. Using AI Responsibly for Resume Development

Useful AI Prompts

- Analyze this job post (paste the job posting) and identify 20 keywords that should be included on my resume.
- Based on this background about me (paste current resume sections) and this job posting (paste job posting) that I would like to apply to, ask me any further questions you would need to know in order to create a good resume for me.

4. Using AI Responsibly for Resume Development

Useful AI Prompts (continued)

- Based on this info about me (insert info from background step and current resume sections) and this job post (paste the job posting), draft a professional resume for me.
- Compare this job post (paste the job posting) with this info about me (insert resume sections) and identify what the keyword match percentage for ATS would be.

JORDAN SMITH

SOFTWARE ENGINEER

(604) 555-1234 | jordan.smith@email.com | Vancouver, BC | linkedin.com/in/jordansmith

PROFESSIONAL SUMMARY

Software engineer with 5+ years of experience designing and building scalable web applications. Skilled in full-stack development, data analysis, and cloud technologies, with a proven track record of delivering high-quality solutions that improve performance and user experience. Passionate about clean code, continuous learning, and leveraging data-driven insights to solve complex problems.

KEY SKILLS

Programming Languages: Python, Java, C++, SQL, JavaScript (ES6+), R, HTML & CSS
Data Analysis Tools: Microsoft Excel (Advanced), Google Sheets, Pandas, NumPy, Matplotlib, Seaborn, Jupyter Notebook
Data Visualization: Tableau, Microsoft Power BI, Looker Studio, Plotly, ggplot2, Matplotlib, Seaborn
Machine Learning: Scikit-learn, TensorFlow, Keras, XGBoost, LightGBM, Feature Engineering, Model Evaluation & Tuning
Databases: MySQL, PostgreSQL, SQLite, Microsoft SQL Server, MongoDB, Data Modeling, Query Optimization
Tools & Technologies: Git & GitHub, Visual Studio Code, Jupyter Notebook, Docker, APIs (REST), Linux (Basic), Microsoft PowerPoint (Advanced), Agile Development

CORE COMPETENCIES

- Full-Stack Web Development
- API Development (REST)
- Problem Solving & Debugging
- Technical Documentation
- Data Analysis & Visualization
- Cloud & Containerization (Docker)
- Cross-Functional Collaboration
- User-Centered Solutions
- Machine Learning
- Version Control (Git & GitHub)
- Database Design & Optimization
- Agile Development

PROFESSIONAL EXPERIENCE

Senior Software Engineer

TechVista Solutions | Vancouver, BC

Jan 2021 – Present

- Designed and developed responsive web applications using React, Node.js, and PostgreSQL.
- Led a team of 4 engineers to deliver high-quality features on time.
- Improved application performance by 30% through code optimization and efficient database queries.
- Collaborated with product managers and designers to define requirements and implement user-centered solutions.
- Implemented automated testing and CI/CD pipelines, reducing deployment time and bugs.

Software Engineer

BrightApps Inc. | Toronto, ON

Jun 2018 – Dec 2020

- Built and maintained RESTful APIs and web applications.
- Collaborated with cross-functional teams to define, design, and ship new features.
- Implemented automated testing, improving code reliability and reducing bugs.
- Worked with SQL and NoSQL databases to optimize data storage and retrieval.
- Participated in agile development processes, including sprint planning and code reviews.

EDUCATION

Bachelor of Science in Computer Science

University of British Columbia | Vancouver, BC

May 2018



Thirty-second Defense Rule:

can you explain in an interview each bullet point in your resume for 30-seconds confidently?

Three-Phase Review for AI-Assisted Job Materials

A human-in-the-loop framework for reviewing resumes and cover letters

1



PHASE 1 Truth Audit

Check for Accuracy and Relevance

Compare the draft line by line against your real career history. Remove anything the AI added that is not true to your background.

- 1 Verify dates, job titles and employers
- 2 Confirm skills, tools and credentials are accurate
- 3 Remove invented achievements or details



PHASE 1

Truth Audit

- 1 Verify dates, job titles and employers
- 2 Confirm skills, tools and credentials are accurate
- 3 Remove invented achievements or details

2



PHASE 2

De-Jargonizing Pass

Make It Clear and Human

Read the resume aloud. Replace dense corporate jargon with plain, active, human language.

- 1 Simplify or replace jargon with everyday language
- 2 Use clear, direct and action-oriented wording
- 3 Ensure it sounds natural and authentic to your voice



PHASE 2

De-Jargonizing Pass

1

Simplify or replace jargon with everyday language

2

Use clear, direct and action-oriented wording

3

Ensure it sounds natural and authentic to your voice

3



PHASE 3

Artifact Hunt

Look for AI Traces and Polish

Scan carefully for signs of AI-generated output or awkward formatting, and refine the document.

1

Remove telltale AI phrases or repetitive patterns

2

Fix unusual formatting or inconsistent style

3

Review for flow, tone and overall polish until it sounds fully human

Facilitating Engaging Job Search Workshops



Facilitating vs Teaching a Workshop

- Facilitation is about ***guiding participants to actively engage with the content***; encourage interaction, discussion, and hands-on activities that help clients learn through practice and self-discovery.
- Career Advisors act as guides; posing questions and encouraging participants to share their experiences and ideas, allowing clients to learn from each other
- Clients are more likely to retain information and take ownership of their job search process when they're actively involved in the learning.



Facilitating vs Teaching a Workshop

How to do it:

- Use open-ended questions to guide clients in self-reflection - pause
- Summarize or paraphrase key points shared by clients to validate their contributions
- Encourage peer-to-peer feedback, by asking the other clients to provide their opinions on another client's question



Session Wrap-Up



Session Wrap-Up – 2 Activities to Complete

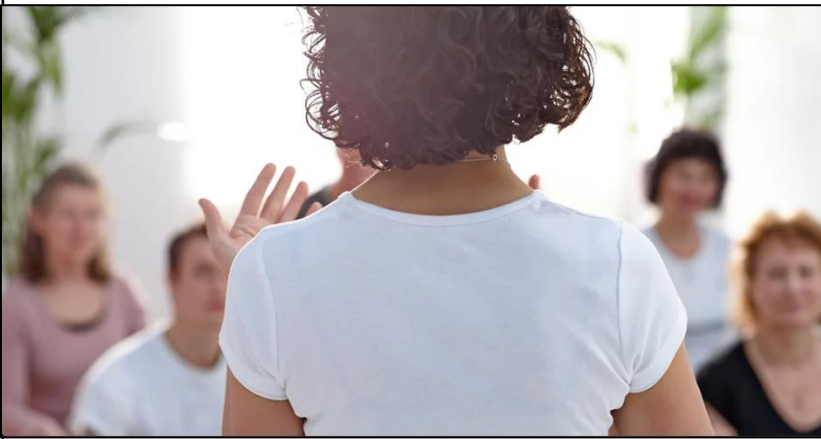


A short Quiz - Will pop-up on your screen shortly

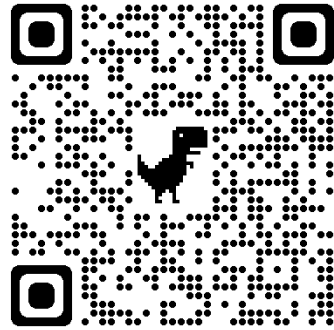


Homework for Next Session - You'll receive a fictional resume. Rewrite the Profile / Summary of Qualifications using the WASP structure covered today. Choose either: Bullet points or a paragraph; just make sure you include all the content specified in the WASP structure.





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