

# GET THE JOB

## Use AI in Your Search

The latest technology has already become invaluable to job seekers.

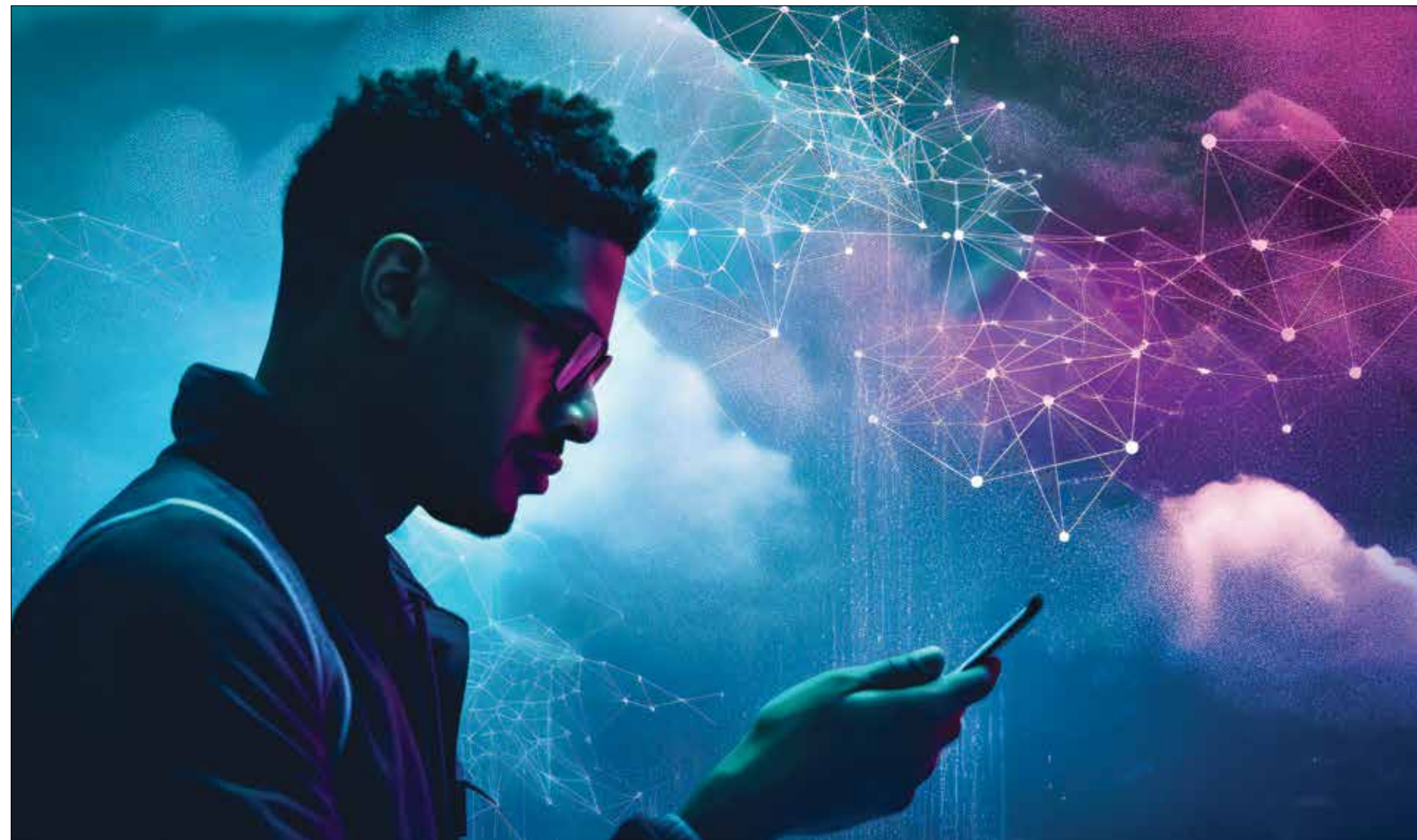
Automation is streamlining parts of the process for those in search of new employment opportunities, offering personalized insights, optimized resumes and fast-tracking the application process. Consider using artificial intelligence to gain a new edge in your search.

### A GROWING TREND

Job seekers are starting to get a handle on the benefits of AI and automation. In fact, 40% of them now believe automation can help them secure a new job more quickly, while 72% think these jobs will be better matched to their personal skill set. The same Career Improvement Club survey found similarly positive responses from hiring managers. Some 70% believe that this new technology will revolutionize their jobs. In another poll conducted by Cognizant, 60% of potential employers said AI will create a better hiring experience.

### HELP WITH RESUMES

An attention-grabbing application is a must in any job search. AI can make tailored suggestions for specific job



© ADOBE STOCK

openings, analyzing keywords and descriptions. You'll get feedback on areas of improvement within the formatting, language and context, too. Refining your resume with AI could help you stand out in a crowded pool of applicants. Just remember to carefully consider any suggested changes. Automation is not a foolproof process, particularly as job descriptions become more complicated past the entry-

level or mid-career stages.

### RECOMMENDING JOBS

Job search platforms like Indeed and LinkedIn use AI to personalize recommendations based on your skills, preferences and experience. Algorithms match your individual profile with job postings that match your goals and qualifications. This allows you to save valuable time in searching, while drilling down into the most relevant job

openings. AI can also provide a continuous search function through automated job alerts. Taking this proactive approach means you'll miss fewer opportunities and can apply faster. That could help you get noticed by busy recruiters.

### COACHING AND SCREENING

Initial screening may be conducted by chatbots that are powered by artificial intelli-

gence. Preparing for interactions with these virtual assistants is critical to getting to the next level of human interaction. Thankfully, new interview coaching tools are arriving all the time, helping to improve your chances of talking to a live person. Various sites will also generate customized questions based on the description of the job you're looking for, providing an opportunity to practice your answers.