

ALIGNING YOUR CV IN AN AI ENVIRONMENT

Positioning and aligning your CV has always been important in creating a point of difference - this becomes even more critical with the increasing use of AI tools during the applicant evaluation process.

To ensure your best opportunity to progress to the interview stage, the following are suggestions for considering your CV through the AI lens –

Word Search

Key words are searched, but AI is even smarter and can create new content from data, linking and highlighting words used repetitively, which can be negative to the reader.

Aligning Language

Where possible and appropriate, incorporate language relevant to the wording in the advertisement (and job description if available). An example of this might be where your position has a different title but is similar in context; consider adding their equivalent in brackets after your own title – or a sentence below your title describing your role, including relevant definition – (this of course assumes you do have the experience outlined - authentic representation of your role remains paramount).

Similarly, when describing your achievements, consider whether your language will resonate with the reader – for example, does *leading* rather than *managing* a project reflect your style, while highlighting a relevant capability? Look for other ways you can align your messaging to your audience, through connecting with wording in the material which has been shared.

Presentation

Suggestion is to keep it simple and uncomplicated – AI can struggle to read complicated formatting and graphics. Some are challenged with PDF's, so we suggest following instructions carefully when applying for positions. Clarity through defined headings and minimising industry jargon and acronyms is recommended, while fancy designs and fonts are not necessarily helpful.

The purpose of your CV is to excite interest and inspire an invitation to a meeting. Opportunities are increased through showcasing your capabilities, achievements, objectives and attitudes relevant to the individual business and opportunity. While acknowledging positioning for success through the automated screening process, equally important is human connection and interface, as evaluation progresses towards an interview and future relationship.