

Individualized CV Profile Generator for Marketing Professionals

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Larry Todd Wilson, Andres Berrios



Purpose

- **Objective: Address the needs of marketing professionals for a succinct, efficient, and effective CV Profile - a concise encapsulation of their work activities and workstyle.**
- Utilize AI21's generative AI technology for this task. Develop a unique prompt using a chain-of-thought approach, allowing marketing professionals to quickly create a personalized CV profile.
- This solution streamlines the updating process of a CV profile. As professionals grow and their skill set diversifies, they can edit their work activities and work style, paste the prompt, and swiftly generate an updated profile.
- The key advantage of our solution is speed and efficiency. It removes the tedious process of data sourcing, cleaning, and repetitive trial-and-error prompt creation, providing a high-quality output quickly.

Steps

1. Establish goals and collaborative working process (PDSA framework)
2. Think of a minimum viable product
3. Gather information and datasets
4. Test the A121 models
5. Research and integrate programming requirements
6. Finalize the product
7. Learn!

Datasets

Six datasets from O*NET:

1. Marketing Manager
2. Advertising and Promotions Manager
3. Public Relations Manager
4. Search Marketing Strategist
5. Business Intelligence Analyst
6. Market Research Analyst

Final Prompt Structure

To leverage AI21's technology, we delivered a single-shot prompt:

Purpose statement + Definition	Data: O*NET Detailed Work Activities and Work Styles	Model + Parameter settings
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Contact

Larry Todd Wilson

LinkedIn: <https://www.linkedin.com/in/larrytoddwilson/>

Andres Berrios

LinkedIn: <https://www.linkedin.com/in/andres-berrios/>