

## Cohort2\_PracticalTask#1

### Part A

**Initial prompt** → Summarize this table

**2) Initial output** →

Here's a concise summary of the table **"Module#1 Practical Task#1 — Prompting"**:

- **Total entries:** 5 employees (IDs 101–105).
- **Departments:** Marketing, HR, IT, Finance, and Sales.
- **Training Hours (Q1):** Range from **5 to 18 hours** — IT has the highest (18), HR the lowest (5).
- **Productivity Scores:** Range from **65 to 88** — IT leads with 88, HR is lowest with 65.
- **AI Tool Usage:** 3 employees use AI tools (Marketing, IT, Sales); 2 do not (HR, Finance).
- **Remote/Office setup:**
  - Remote: Marketing, IT
  - Office: HR, Finance
  - Hybrid: Sales
- **Key Notes:**
  - AI users reported workflow automation, copy tools, or outreach improvements.
  - Non-AI users had issues like "manual reporting" and "low engagement."

### **Summary insight:**

Employees who used AI tools generally had **higher training hours and productivity scores** (average productivity ≈ 82 vs. 67 for non-AI users).

**3) Final prompt (with PARTS)** →

You are HR team leader. Create an executive-ready summary of the Employee Training & Productivity Survey, focusing on how training hours and AI tool adoption affect productivity

across departments. Look for patterns (e.g., correlations, differences between remote vs. office teams, or high vs. low performers). criteria: • 3 bullet-point insights • 1 clear recommendation • Written for senior leadership (concise, actionable, no jargon)

#### 4) Final output →

### Executive Summary – Employee Training & Productivity Survey

#### Key Insights

- **Training hours drive performance:** Employees who completed more than 10 hours of training achieved **15–20% higher productivity scores**, with IT and Sales leading performance.
- **AI adoption amplifies results:** Teams using AI tools (Marketing, IT, Sales) averaged **82 productivity points**, compared to **67** among non-users, showing clear efficiency gains from automation and digital tools.
- **Remote and hybrid teams outperform office-based roles:** Remote and hybrid employees, who are also the most active AI users, consistently reported higher engagement and productivity, indicating flexibility supports better output.

#### Recommendation

➡ **Expand AI-integrated training programs company-wide**, prioritizing underperforming office-based departments (HR, Finance) to close the productivity gap and build a culture of digital proficiency.

## Part B

### Task 1:

**Initial prompt** → create short message for hiring team in company Ideaport, based in Riga, Latvia. I want to apply for the job.

#### 2) Initial output →

**Subject:** Application for a Role at Ideaport Riga

Hello Ideaport Team,

I'm reaching out to express my interest in joining Ideaport Riga. I'm inspired by your work in digital transformation and would love the opportunity to contribute my skills and grow within your team. Could you please share more details about current or upcoming openings that align with my background?

Thank you for your time and consideration.

Best regards,

**Baiba Zvaigzne**

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Would you like me to tailor it for a **specific role** (e.g., Salesforce, Business Analyst, Project Coordinator, etc.)? It'll sound stronger if customized.

### 3) Final prompt (with PARTS) →

You are hr specialist at company Ideaport, based in Riga, Latvia. Create short message for this company hiring team, based on this job ad:

<https://pro.ideaportriga.com/salesforce-business-analyst> tailor message in accordance to my professional experience, based on my linked in profile: [www.linkedin.com/in/baiba-zvaigzne](http://www.linkedin.com/in/baiba-zvaigzne)

### 4) Final output

**Subject: Application for Salesforce Business Analyst / Consultant Position**

Hello Hiring Team at Ideaport Riga,

I'm Baiba Zvaigzne and I'm writing to express my strong interest in the Salesforce Business Analyst / Consultant position at Ideaport Riga (as advertised). [Ideaport Riga+1](#)

With a background in logistics and operations, I have recently pivoted into tech with a focus on IT support, data analysis and process optimization — as you can see on my LinkedIn profile. [LinkedIn+1](#)

Here's how I align with your requirements:

- I've helped translate operational business challenges into data-driven process improvements — this mirrors your need for someone to support clients from early sales stages through to execution.
- While I'm still completing my Salesforce-specific certifications, I already bring analytical rigour, stakeholder-facing communication skills, and a dedication to user-centred processes (which resonates with your UX/Design Thinking emphasis). [Ideaport Riga](#)
- I'm fluent in English (B2 or higher) and Latvian at a native level, and am comfortable working in a fast-paced, international consulting environment — exactly the culture Ideaport fosters.

I'm very excited about the opportunity to join a team that combines CRM platform expertise with user-experience and generative AI. The chance to grow professionally

in your hybrid work environment, with support and exposure to varied international projects, strongly appeals to me.

Could we arrange a short conversation to explore how my evolving tech profile and operational background could contribute to Ideaport's goals? Thank you for considering my application — I look forward to the possibility of working with you.

Best regards,  
Baiba Zvaigzne  
[LinkedIn profile link]

Task 2:

**Initial prompt** → check my cv and add my last workplace as well

2) **Initial output** → **Subject:** Application for Salesforce Business Analyst / Consultant Position

Hello Ideaport Riga Team,

I'm reaching out to express my interest in the Salesforce Business Analyst / Consultant role at Ideaport Riga.

With over 7 years of experience at **Transocean Latvia** as a Sales Manager — managing international logistics, building strong client relationships, and coordinating complex operations — I've developed solid analytical and communication skills that align well with your client-facing and process-improvement focus.

After transitioning into tech, I've completed the **Google IT Support Specialist** program and gained hands-on experience with **Salesforce**, Power BI, and data-driven decision-making. I'm particularly drawn to Ideaport's mission to combine CRM expertise with UX and AI-driven solutions — a space where I'm eager to grow and contribute.

I'd appreciate the opportunity to discuss how my background and developing Salesforce skills could support your team and clients.

3) **Final prompt (with PARTS)** → Review my resume and highlight weak areas, overused buzzwords, and missing metrics. Be brutally honest.

4) **Final output.**

## **WEAK AREAS**

### 1. Structure looks dated

- The “Curriculum Vitae” header, indentation, and long paragraphs look early-2000s.
- Modern recruiters want bullet points with impact and quantifiable results.
- The “A-Permanent held positions” and “B-Part time jobs” labeling feels academic — simplify to **Work Experience** and **Freelance Projects**.

## 2. Lack of measurable results

Every role lists *responsibilities* instead of *achievements*.

Example:

“Maintaining and developing existing accounts and securing new clients”

✅ Replace with something measurable:

“Secured 20+ new B2B accounts in logistics sector, increasing monthly shipment volume by 15%.”

Recruiters scan for **numbers, percentages, growth, savings, or efficiency improvements**.

Without them, your strong experience sounds generic.

## 3. No clear career narrative

You’ve got rich logistics and operations experience — but the CV doesn’t link it to your new tech focus (Salesforce, BI, AI).

Right now, it reads like a pure shipping professional, not someone transitioning toward data or digital transformation.

**Fix:** Add a short **Professional Summary** at the top showing your pivot:

“Logistics professional turned IT enthusiast, leveraging 7+ years in sales and operations to build a career in CRM and data-driven process optimization.”

## 4. Education and Skills placement

- “Education” dominates early space but isn’t your differentiator anymore. Move it below “Experience.”
- “Computer skills” is cluttered — list relevant ones (Salesforce, Power BI, Google IT Support, Excel advanced) and drop obscure tools like *The Bat*, *Maximus*, *EDS*, or *1C* unless they’re critical for your next role.

## 5. No time gap explanation

You worked until 2022.07 — but no mention of current professional development, baby leave, or courses until now.

**Fix:** Add a section such as:

*2022–Present – Professional development in Salesforce, IT support, and data analysis (Women Go Tech AI Foundations, Google IT Support Specialist, Salesforce Trailhead).*

That shows growth, not a gap.

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## OVERUSED BUZZWORDS

These appear too often or sound generic:

- “Maintaining and developing existing accounts”
- “Taking part in tenders”
- “Planning, organising and controlling”
- “Communicating courteously”
- “Customer service”
- “Representing the company at conferences”
- “Responsible for...”

These phrases make the CV feel like a duty list, not a performance record.

**Fix:** Replace with active, outcome-driven verbs:

- Increased / streamlined / optimized / led / delivered / improved / automated / implemented / collaborated.
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## MISSING METRICS & IMPACT

Almost every line could use measurable context. Examples:

Section	Add measurable detail
<b>Sales manager (Transocean Latvia)</b>	How many clients did you manage? How much sales volume (€ or %) did you generate? Any efficiency improvement?
<b>Rinosta Shipping Agency</b>	How many new accounts secured? Did you improve delivery times or reduce costs?
<b>Overseas Baltic</b>	What KPIs improved under your management?
<b>Freelance Editor/Translator</b>	How many projects or clients served? Average output per month/year?

You have impressive global exposure — use it.

“Represented company at 10+ international logistics events across Asia and Europe, establishing supplier partnerships that expanded network reach by 25%.”

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## MISSING SECTIONS

1. **Professional Summary (top of CV)** – crucial for career changers.
  2. **Key Skills** – e.g. Salesforce CRM, Data Analysis, Excel (Advanced), Process Optimization, Client Management, Project Coordination, AI Tools (ChatGPT, Power BI).
  3. **Achievements** – a short bulleted list of standout results.
  4. **Certifications** – list Salesforce Trailhead progress, Google IT Support Specialist (with completion date), Women Go Tech program.
  5. **Languages** – keep, but move to bottom as a clean section.
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## QUICK STYLE FIXES

### Current

### Better Alternative

“Position held: Sales manager”

“Sales Manager” (simple and clean)

“Active sales – import/export via air/FCL/LCL...”

“Led import/export sales across multimodal logistics channels (air, FCL, LCL, FTL, LTL, train), driving X% revenue growth.”

“Requesting quotes and negotiating purchase terms”

“Negotiated supplier contracts that reduced shipping costs by X% annually.”



## SUMMARY – WHAT’S MISSING MOST

- ✓ **Metrics:** quantify results.
- ✓ **Modern layout:** bullet-pointed achievements, consistent tense.
- ✓ **Career pivot clarity:** show transition to Salesforce / IT support.
- ✓ **Professional summary & skills section.**
- ✓ **Cleaner formatting:** no underlines, old-style indentations, or repetitive phrasing.