

Prompts for the Individualized CV Profile Generator for Marketing Professionals

Plug into AI with AI21 - Hackathon, June 28 to July 7 2023



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Marketing Manager

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| <p>Purpose: The purpose of this session is to write an excellent CV profile for a Marketing Manager.</p> | |
| <p>Definition: Detailed work activities are broad and more specific types of job behaviors and tasks that may be performed within an occupation.</p> | <p>Here is a list of detailed work activities for a Marketing Manager:</p> <ul style="list-style-type: none"> Develop marketing plans or strategies. Evaluate program effectiveness. Direct sales, marketing, or customer service activities. Analyze data to inform operational decisions or activities. Estimate cost or material requirements. Determine pricing or monetary policies. Compile operational data. Supervise employees. Confer with organizational members to accomplish work activities. Analyze market research data. Analyze forecasting data to improve business decisions. Monitor external affairs or events affecting business operations. Negotiate contracts for transportation, distribution, or logistics services. Coordinate special events or programs. Conduct opinion surveys or needs assessments. Develop sustainable organizational policies or practices. Recommend organizational process or policy changes. Advise others on business or operational matters. Develop marketing plans or strategies for environmental initiatives. |
| <p>Definition: Work styles are personal characteristics that can affect how well someone performs a job.</p> | <p>Here is a list of work styles for a Marketing Manager:</p> <ul style="list-style-type: none"> Job requires a willingness to take on responsibilities and challenges. Job requires a willingness to lead, take charge, and offer opinions and direction. Job requires being reliable, responsible, and dependable, and fulfilling obligations. Job requires establishing and maintaining |

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| | <p>personally challenging achievement goals and exerting effort toward mastering tasks.</p> <p>Job requires being open to change (positive or negative) and to considerable variety in the workplace.</p> <p>Job requires being careful about detail and thorough in completing work tasks.</p> <p>Job requires persistence in the face of obstacles.</p> <p>Job requires being honest and ethical.</p> <p>Job requires creativity and alternative thinking to develop new ideas for and answers to work-related problems.</p> <p>Job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude.</p> <p>Job requires accepting criticism and dealing calmly and effectively with high-stress situations.</p> <p>Job requires analyzing information and using logic to address work-related issues and problems.</p> <p>Job requires maintaining composure, keeping emotions in check, controlling anger, and avoiding aggressive behavior, even in very difficult situations.</p> <p>Job requires developing one's own ways of doing things, guiding oneself with little or no supervision, and depending on oneself to get things done.</p> <p>Job requires preferring to work with others rather than alone, and being personally connected with others on the job.</p> <p>Job requires being sensitive to others' needs and feelings and being understanding and helpful on the job.</p> |
| Instruction: | AI, only utilize information about the detailed work activities and work styles. |
| Instruction: | AI, write a CV profile that is six sentences or less; it should not exceed 80 words. |

AI21 Studio parameters

| Model | Max completion length | Temperature | Top P |
|----------|-----------------------|-------------|-------|
| J2-Ultra | 200 | .7 | 1 |

AI21 Studio output

J-2 Mid

CV Profile:

Highly motivated and results-driven Marketing Manager with a strong track record of developing effective marketing strategies, analyzing data to drive operational decisions, and supervising employees. Adept at analyzing market research data, analyzing forecasting data to improve business decisions, and monitoring external affairs or events affecting business operations. Proficient in negotiating contracts and coordinating special events or programs. Seeking a challenging position in a growth-oriented organization, where I can utilize my skills and experience to drive organizational success.

J-2 Ultra

Skilled Marketing Manager with 5+ years of experience in developing and executing successful marketing strategies. Proven ability to drive revenue growth, build brand awareness, and increase customer engagement. Strong communication and leadership skills with the ability to effectively interact with cross-functional teams. Excellent analytical and problem-solving skills with the ability to analyze market research data to inform business decisions. Strong work ethic with a track record of consistently meeting deadlines and achieving goals.

Market Research Analysts and Marketing Specialists

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| Purpose: The purpose of this session is to write an excellent CV profile for a Market Research Analysts or a Marketing Specialists. | |
| Definition: Detailed work activities are broad and more specific types of job behaviors and tasks that may be performed within an occupation. | <p>Here is a list of detailed work activities for a Market Research Analysts or a Marketing Specialists:</p> <ul style="list-style-type: none"> Prepare research reports. Analyze consumer trends. Conduct surveys in organizations. Establish business management methods. Measure effectiveness of business strategies or practices. |

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| | <p>Analyze market conditions or trends. Gather organizational performance information. Analyze industry trends. Monitor business indicators. Discuss business strategies, practices, or policies with managers. Supervise employees. Develop business or market strategies.</p> |
| <p>Definition: Work styles are personal characteristics that can affect how well someone performs a job.</p> | <p>Here is a list of work styles for Market Research Analysts or a Marketing Specialists:</p> <p>Job requires analyzing information and using logic to address work-related issues and problems. Job requires being careful about detail and thorough in completing work tasks. Job requires being reliable, responsible, and dependable, and fulfilling obligations. Job requires being honest and ethical. Job requires a willingness to take on responsibilities and challenges. Job requires being open to change (positive or negative) and to considerable variety in the workplace. Job requires persistence in the face of obstacles. Job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude. Job requires developing one's own ways of doing things, guiding oneself with little or no supervision, and depending on oneself to get things done. Job requires establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks. Job requires accepting criticism and dealing calmly and effectively with high-stress situations. Job requires creativity and alternative thinking to develop new ideas for and answers to work-related problems. Job requires a willingness to lead, take charge, and offer opinions and direction. Job requires maintaining composure, keeping emotions in check, controlling anger, and avoiding aggressive behavior, even in very difficult situations.</p> |

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AI21 Studio output

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| <p>Experienced Market Research Analysts or Marketing Specialists with a proven track record of success in identifying market trends and developing innovative strategies to drive business growth. Skilled in analyzing consumer trends, measuring the effectiveness of business strategies, and developing market or business strategies. Strong work style characterized by attention to detail, persistence in the face of obstacles, honesty, and a willingness to lead and take on responsibilities.</p> |
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Advertising and Promotions Managers

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| <p>Purpose: The purpose of this session is to write an excellent CV profile for an Advertising and Promotions Manager.</p> | |
| <p>Definition: Detailed work activities are broad and more specific types of job behaviors and tasks that may be performed within an</p> | <p>Here is a list of detailed work activities for an Advertising and Promotions Manager: Develop promotional materials.</p> |

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| <p>occupation.</p> | <p>Examine marketing materials to ensure compliance with policies or regulations. Confer with organizational members to accomplish work activities. Coordinate operational activities with external stakeholders. Evaluate employee performance. Supervise employees. Direct organizational operations, projects, or services. Direct financial operations. Direct sales, marketing, or customer service activities. Develop marketing plans or strategies. Coordinate special events or programs. Implement organizational process or policy changes. Monitor performance of organizational members or partners. Negotiate sales or lease agreements for products or services. Prepare financial documents, reports, or budgets. Prepare operational budgets. Conduct employee training programs. Establish interpersonal business relationships to facilitate work activities. Analyze data to assess operational or project effectiveness. Promote products, services, or programs. Manage organizational or project budgets. Advise customers on technical or procedural issues. Represent the organization in external relations. Manage operations, research, or logistics projects. Maintain knowledge of current developments in area of expertise. Analyze market research data. Analyze forecasting data to improve business decisions. Attend training sessions or professional meetings to develop or maintain professional knowledge. Conduct market research. Develop marketing plans or strategies for environmental initiatives. Develop procedures to evaluate organizational activities.</p> |
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| | <p>Evaluate program effectiveness.</p> <p>Maintain operational records for green energy processes or other environmentally-sustainable activities.</p> |
| <p>Definition: Work styles are personal characteristics that can affect how well someone performs a job.</p> | <p>Here is a list of work styles for an Advertising and Promotions Manager:</p> <p>Job requires a willingness to take on responsibilities and challenges.</p> <p>Job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude.</p> <p>Job requires being reliable, responsible, and dependable, and fulfilling obligations.</p> <p>Job requires being careful about detail and thorough in completing work tasks.</p> <p>Job requires being open to change (positive or negative) and to considerable variety in the workplace.</p> <p>Job requires accepting criticism and dealing calmly and effectively with high-stress situations.</p> <p>Job requires persistence in the face of obstacles.</p> <p>Job requires maintaining composure, keeping emotions in check, controlling anger, and avoiding aggressive behavior, even in very difficult situations.</p> <p>Job requires being honest and ethical.</p> <p>Job requires establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks.</p> <p>Job requires a willingness to lead, take charge, and offer opinions and direction.</p> <p>Job requires developing one's own ways of doing things, guiding oneself with little or no supervision, and depending on oneself to get things done.</p> <p>Job requires creativity and alternative thinking to develop new ideas for and answers to work-related problems.</p> <p>Job requires analyzing information and using logic to address work-related issues and problems.</p> <p>Job requires being sensitive to others' needs and feelings and being understanding and helpful on the job.</p> <p>Job requires preferring to work with others rather than alone, and being personally connected with others on the job.</p> |

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AI21 Studio parameters

| Model | Max completion length | Temperature | Top P |
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| J2-Ultra | 200 | .7 | 1 |

AI21 Studio output

Innovative Advertising and Promotions Manager with over 10 years of experience developing and implementing successful marketing campaigns. Proven track record of increasing brand awareness and driving sales through effective promotional strategies. Skilled in building relationships with clients, vendors, and stakeholders to achieve business objectives. Expert in coordinating special events and programs, as well as developing and implementing marketing plans and strategies. Strong work ethic and attention to detail, with a demonstrated ability to lead and motivate teams to achieve goals.

Public Relations Managers

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| Purpose: The purpose of this session is to write an excellent CV profile for a Public Relations Manager. | |
| Definition: Detailed work activities are broad and more specific types of job behaviors and tasks that may be performed within an occupation. | <p>Here is a list of detailed work activities for a Public Relations Manager:</p> <ul style="list-style-type: none"> Develop promotional materials. Establish interpersonal business relationships to facilitate work activities. Liaise between departments or other groups to improve function or communication. Present information to the public. Confer with organizational members to |

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| | <p>accomplish work activities.</p> <p>Coordinate special events or programs.</p> <p>Coordinate with external parties to exchange information.</p> <p>Develop contingency plans to deal with organizational emergencies.</p> <p>Develop library or archival databases.</p> <p>Develop marketing plans or strategies.</p> <p>Develop operating strategies, plans, or procedures.</p> <p>Develop organizational policies or programs.</p> <p>Direct employee training programs.</p> <p>Direct sales, marketing, or customer service activities.</p> <p>Distribute instructional or library materials.</p> <p>Edit documents.</p> <p>Evaluate employee performance.</p> <p>Evaluate program effectiveness.</p> <p>Maintain operational records.</p> <p>Manage organizational or project budgets.</p> <p>Monitor external affairs or events affecting business operations.</p> <p>Operate still or video cameras or related equipment.</p> <p>Supervise employees.</p> |
| Definition: Work styles are personal characteristics that can affect how well someone performs a job. | Here is a list of work styles for a Public Relations Manager: |
| Instruction: | AI, only utilize information about the detailed work activities and work styles. |
| Instruction: | AI, write a CV profile that is six sentences or less; it should not exceed 80 words. |

AI21 Studio parameters

| Model | Max completion length | Temperature | Top P |
|----------|-----------------------|-------------|-------|
| J2-Ultra | 200 | .7 | 1 |

AI21 Studio output

Public Relations Manager with 10 years of experience in developing and implementing successful PR campaigns. Proven ability to build and maintain relationships with key media contacts and influencers. Strong leadership skills and experience in managing teams. Excellent communication skills, both written and verbal. Detail-oriented and able to prioritize and manage multiple projects simultaneously.

This profile highlights the candidate's skills and experience, as well as their ability to work effectively with others. It also emphasizes their ability to prioritize and manage multiple projects, as well as their strong communication skills.

Search Marketing Strategists

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| Purpose: The purpose of this session is to write an excellent CV profile for a Marketing Manager. | |
| Definition: Detailed work activities are broad and more specific types of job behaviors and tasks that may be performed within an occupation. | <p>Here is a list of detailed work activities for a Search Marketing Strategist:</p> <ul style="list-style-type: none">Implement advertising or marketing initiatives.Collaborate with others to develop or implement marketing strategies.Design websites or web applications.Analyze website or related online data to track trends or usage.Coordinate project activities with other personnel or departments.Develop performance metrics or standards related to information technology.Analyze market or customer related data.Evaluate utility of software or hardware technologies.Recommend changes to improve computer or information systems.Provide customer service to clients or users.Maintain the inventory of equipment.Update knowledge about emerging industry or technology trends.Coordinate resource procurement activities.Write computer programming code.Design computer modeling or simulation programs.Develop specifications or procedures for |

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| | <p>website development or maintenance. Collaborate with others to determine design specifications or details. Prepare graphics or other visual representations of information. Develop computer or information security policies or procedures. Develop guidelines for system implementation.</p> |
| <p>Definition: Work styles are personal characteristics that can affect how well someone performs a job.</p> | <p>Here is a list of work styles for a Search Marketing Strategist:</p> <p>Job requires analyzing information and using logic to address work-related issues and problems.</p> <p>Job requires being careful about detail and thorough in completing work tasks.</p> <p>Job requires a willingness to take on responsibilities and challenges.</p> <p>Job requires being reliable, responsible, and dependable, and fulfilling obligations.</p> <p>Job requires being open to change (positive or negative) and to considerable variety in the workplace.</p> <p>Job requires establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks.</p> <p>Job requires persistence in the face of obstacles.</p> <p>Job requires being honest and ethical.</p> <p>Job requires creativity and alternative thinking to develop new ideas for and answers to work-related problems.</p> <p>Job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude.</p> <p>Job requires developing one's own ways of doing things, guiding oneself with little or no supervision, and depending on oneself to get things done.</p> <p>Job requires accepting criticism and dealing calmly and effectively with high-stress situations.</p> <p>Job requires a willingness to lead, take charge, and offer opinions and direction.</p> <p>Job requires maintaining composure, keeping emotions in check, controlling anger, and avoiding aggressive behavior, even in very difficult situations.</p> <p>Job requires being sensitive to others' needs</p> |

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| | and feelings and being understanding and helpful on the job. Job requires preferring to work with others rather than alone, and being personally connected with others on the job. |
| Instruction: | AI, only utilize information about the detailed work activities and work styles. |
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AI21 Studio parameters

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|----------|-----------------------|-------------|-------|
| J2-Ultra | 200 | .7 | 1 |

AI21 Studio output

Detail-oriented Search Marketing Strategist with 5+ years of experience developing and implementing successful online advertising campaigns. Proven ability to work collaboratively with others to develop or implement marketing strategies, analyze website or related online data to track trends or usage, and coordinate project activities with other personnel or departments. Strong customer service skills and excellent problem-solving abilities. Skilled in designing websites or web applications, writing computer programming code, and developing specifications for website development or maintenance. Strong work ethic and willingness to lead, take charge, and offer opinions and direction.

This CV profile is six sentences long, at approximately 60 words.

Business Intelligence Analysts

Purpose: The purpose of this session is to write an excellent CV profile for a Business Intelligence Analyst.

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| <p>Definition: Detailed work activities are broad and more specific types of job behaviors and tasks that may be performed within an occupation.</p> | <p>Here is a list of detailed work activities for a Business Intelligence Analyst:</p> <ul style="list-style-type: none"> Prepare analytical reports. Analyze market or customer related data. Create databases to store electronic data. Develop models of information or communications systems. Develop information communication procedures. Update computer database information. Report information to managers or other personnel. Provide technical support for software maintenance or use. Document technical specifications or requirements. Update knowledge about emerging industry or technology trends. Collect data about customer needs. Document operational procedures. |
| <p>Definition: Work styles are personal characteristics that can affect how well someone performs a job.</p> | <p>Here is a list of work styles for a Business Intelligence Analyst:</p> <ul style="list-style-type: none"> Job requires analyzing information and using logic to address work-related issues and problems. Job requires being careful about detail and thorough in completing work tasks. Job requires being reliable, responsible, and dependable, and fulfilling obligations. Job requires a willingness to take on responsibilities and challenges. Job requires being honest and ethical. Job requires persistence in the face of obstacles. Job requires being pleasant with others on the job and displaying a good-natured, cooperative attitude. Job requires establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks. Job requires being open to change (positive or negative) and to considerable variety in the workplace. Job requires developing one's own ways of doing things, guiding oneself with little or no supervision, and depending on oneself to get things done. Job requires accepting criticism and dealing |

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| | <p>calmly and effectively with high-stress situations.</p> <p>Job requires creativity and alternative thinking to develop new ideas for and answers to work-related problems.</p> <p>Job requires a willingness to lead, take charge, and offer opinions and direction.</p> <p>Job requires maintaining composure, keeping emotions in check, controlling anger, and avoiding aggressive behavior, even in very difficult situations.</p> <p>Job requires being sensitive to others' needs and feelings and being understanding and helpful on the job.</p> <p>Job requires preferring to work with others rather than alone, and being personally connected with others on the job.</p> |
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AI21 Studio parameters

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|----------|-----------------------|-------------|-------|
| J2-Ultra | 200 | .7 | 1 |

AI21 Studio output

A skilled Business Intelligence Analyst with a proven track record of success in developing and implementing effective data analytics and reporting solutions. Adept at analyzing complex data sets, identifying key trends and insights, and preparing detailed reports for management. Strong communicator with the ability to effectively communicate technical concepts to non-technical stakeholders. A proactive problem-solver with a willingness to take on new challenges and a commitment to delivering high-quality results. Looking for a dynamic role within a forward-thinking organization.

