JOB APPLICATION STRATEGY

DOCUMENT

A comprehensive guide to navigating the modern job market with confidence, clarity, and strategic insight.

Contents

Job application strategy

Objective: To secure an entry-level or junior position in AI/ML, prompt engineering, or a related field by leveraging the project-based portfolio and technical skills gained from the Capaciti AI Bootcamp.

- Focus on entry-level or junior roles that align with your skills:
- AI/ML Engineer (Junior)
- Data Analyst / Data Scientist (Entry-Level)
- AI Product Associate
- Prompt Engineer
- Technical Support for AI Tools
- AI Research Assistant

Platforms like LinkedIn, careers24, graduate24, Pnet.

Preparation and platform optimization

1. **Resume optimization**
   - **Summary:** the objective/summary of the resume outlines my passion for AI and what I bring.
   - **Keywords:** I have created an ATS compliant resume which can be scannable by applicant tracking system and have also integrated keywords directly from job descriptions such as prompt engineering, LLM, generative AI, data analysis, sentiment analysis, bias auditing and agile methodology.
   - **Certifications**: I have listed all the certificates and recent achievements on my resume.
   - **Projects**: Showcase your capstone project and any personal AI tools you've built.
   - **Education**: Include bootcamp and any formal education qualification.

2. **LinkedIn profile**
   - **Headline:** Changed my headline to a keyword-rich statement like: "Aspiring AI Project Builder, Prompt Engineering & Generative AI, Bootcamp Graduate".
   - **Featured Section:** Showcase my portfolio website, the Bias Audit Report (via its Jupyter Notebook link), and the Figma/demo links for your other key projects and repositories.
   - **Skills:** Endorsed myself and have peers endorse my skills listed on your portfolio, LinkedIn, such as Python, TensorFlow, Scikit-learn, Prompt Engineering, and Git.

   - Add all certifications
   - Write a compelling "About" section
   - Connect with bootcamp peers, instructors, and recruiter

Targeted Outreach & Application

This phase outlines a plan for finding and applying for suitable jobs, using a strategic approach rather than mass applications.

1. **Identify Target Roles:** Focus on positions that align with your bootcamp experience. Look for titles like:

- AI/ML Intern or Junior Developer
- Prompt Engineer
- AI Solutions Specialist
- Junior Data Scientist (with a focus on NLP)

Company Research:

- **Identify companies:** Look for companies that are actively working on AI applications, especially those in the sectors you explored (e.g., agriculture tech, resume services, content generation).

- **Find AI teams:** Use LinkedIn to find professionals within these companies who work on AI/ML (blue clip, NTT data ink, Ellixr digital, High5, Trizz engineering solution).

1. **Application Strategy:**

    o **Tailor your cover letter:** Customize each cover letter to reference a specific project from your portfolio that is directly relevant to the job description.

    o **Network:** Engage with professionals in your target companies on LinkedIn. Ask thoughtful questions about their work or company culture.

The Interview & Showcase

This final phase prepares you to present your skills effectively during an interview.

1. **The Portfolio Demo:** Prepared a short (5-10 minute) demo of your portfolio website. Be ready to explain the purpose of each project, the technologies used, the challenges you faced, and your specific role in the project. The "Smartwater SA" and "AI Resume Builder" projects are great for this as they have clear visual demos and business use cases.

2. **The Technical Deep-Dive:** prepared to discuss the code and technical decisions for at least one of your projects in detail. The "Bias Audit Report" is excellent for this as it shows a more in-depth understanding of a specific AI challenge.

3. **Behavioural Questions:** prepared stories that demonstrate your soft skills, such as problem-solving (e.g., how you debugged an issue with a project) and teamwork (e.g., how you collaborated on a group project during a sprint).