

How AI can transform your job search

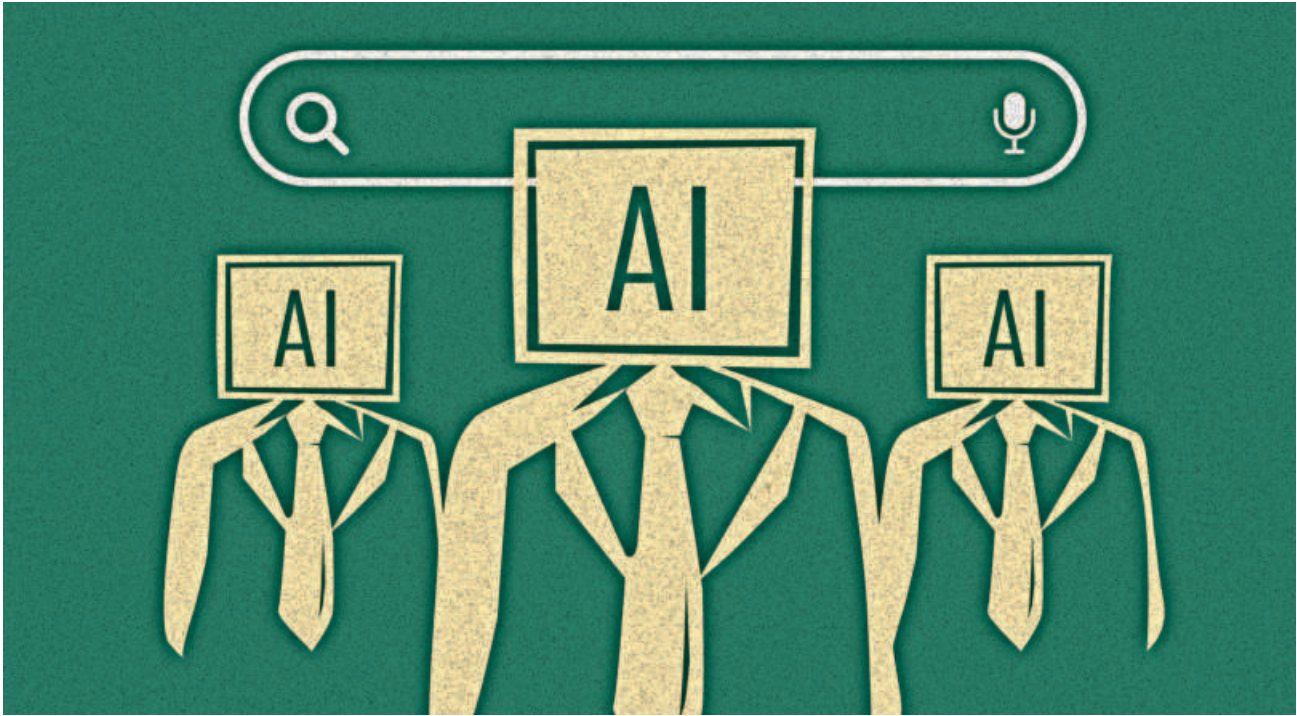


ILLUSTRATION: ZARIF FAIAZ

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MAISHA ISLAM MONAMEE

Applying for your first job can be exhilarating, but it often quickly turns into a juggling act. As a fresh graduate, you might be managing multiple applications at once, tailoring resumes and cover letters for different roles, keeping track of deadlines, and preparing for interviews. The sheer volume of administrative and creative tasks can feel overwhelming, and that is where AI can genuinely become a personal productivity partner. However, it is important to understand that AI is not a magic wand, but a tool that, when used thoughtfully, can save time, reduce errors, and help you present your best self to potential employers. Here are some ways you can do so.

Tailoring your resume and cover letter

Instead of spending hours tweaking the same document for every application, or worse, sending it as it is to companies, AI platforms like ChatGPT, Grammarly, or Jasper can help you create versions tailored to each role. For instance, if you are applying to a marketing internship at one company and a product management role at another, you can feed the AI your base resume and job description, and it can suggest phrasing, reword sentences for impact, and highlight relevant skills. It is crucial, though, to treat the AI output as a starting point. You should go through every recommendation, adjust the tone to reflect your personal style, and make sure that the content is accurate and aligns with your experience.

Master tracker for all applications

Beyond document customisation, AI can help organise and track your applications in ways that are almost impossible to do manually at scale. For example, you can use Notion AI, Airtable, or Excel with AI integrations to create a dynamic job application tracker. You can set up columns for company names, roles, application dates, deadlines, interview dates, follow-ups, and status updates. Some AI tools can extract relevant information from job postings, like required skills, location, or responsibilities, and automatically populate your tracker, so you do not have to copy-paste manually.

Brainstorming and framing experiences

Another practical use of AI is generating ideas and structuring application materials. For cover letters, AI can help you brainstorm specific achievements or experiences to highlight, based on the role and company. For instance, you could ask the AI to take your internship experience in a research project and suggest ways to frame it for a data analytics role. Similarly, AI can help condense lengthy experience descriptions into concise, impactful bullet points, making your application more readable for busy recruiters. It can even help you identify gaps in your skill set compared to the job description, giving you clear areas to focus on before interviews.

Visual portfolios and mock projects

Some applicants use AI to visualise their projects or portfolios, particularly if they are in design, marketing, or product roles. Tools like Whimsical, Canva with AI integration,

or Figma's AI-assisted features allow you to quickly generate mockups, diagrams, or visual project summaries. These can be used to create impressive portfolio attachments, slides, or project snapshots for your applications. Instead of spending hours building everything from scratch, you use AI to produce a professional-looking version, and then refine it with your unique perspective.

Interview preparation

AI can also assist with preparing for interviews, which is often where fresh graduates feel the most unprepared. You can simulate mock interviews with AI chatbots, practicing answers to common behavioural and technical questions. These tools can provide feedback on phrasing, clarity, and even suggest additional points to include. For example, if you are preparing for a consultancy role, you could ask the AI to run through case study questions or suggest ways to articulate your analytical thinking. While AI cannot replace real-world practice, it helps you structure your responses and boosts confidence.

Email drafting and follow-ups

Following up is crucial, but writing professional emails repeatedly can be tedious. AI can draft polite, concise, and effective emails for updates, thank-you notes, or interview confirmations. Even for networking interviews, AI can help you craft concise and professional messages. For example, if you want to reach out to alumni from your university or professionals on LinkedIn, AI can suggest templates, draft introductory messages, and even adapt the tone depending on the recipient's seniority or industry. You still need to personalise the messages, but AI accelerates the process, ensuring that you do not spend hours staring at a blank screen trying to figure out how to word your outreach.

Continuous skill mapping

AI can assist in organising learning and skill-building alongside your applications. For example, if a role requires Python or data visualisation skills, AI can suggest relevant tutorials, summarise complex concepts, and even generate practice exercises. By combining learning with your application tracker, you can see which skills you need to develop for upcoming applications and allocate time accordingly.

Maintaining personalisation and oversight

Even though AI can generate content, it is essential to maintain your personal voice. Think of AI as a first draft partner rather than a replacement because every resume, cover letter, and email should be reviewed and edited. This prevents mistakes, ensures confidentiality, and keeps your applications authentic. AI amplifies your productivity, but the judgment, creativity, and final touch remain yours.

JOBS SPOTLIGHT

American International University

Bangladesh (AIUB) - Lecturer, various departments

Deadline: September 27

Eligibility:

🔗 MBA/Master's with Bachelor's/Honor's degree in relevant discipline with no third class in all examinations with a minimum 3.80 CGPA.

Minimum experience: N/A



Plan International

Programme Specialist, Education

Deadline: September 27

Eligibility:

🔗 Master's degree in Education or a related subject. Professional certification in Early Childhood Development (ECD) will be an advantage.

Minimum experience: 5-8 years

CARE Bangladesh

Program Associate

Deadline: October 4

Eligibility:

🔗 Bachelor's degree in Geography, Disaster Management, International Relations, or a related field from a reputed public/private university.

Minimum experience: 1-2 years

Sydney International School

Academic Coordinator, Senior Section

Deadline: October 15

Eligibility:

🔗 O/A level background with a Bachelor's degree from any recognised university.

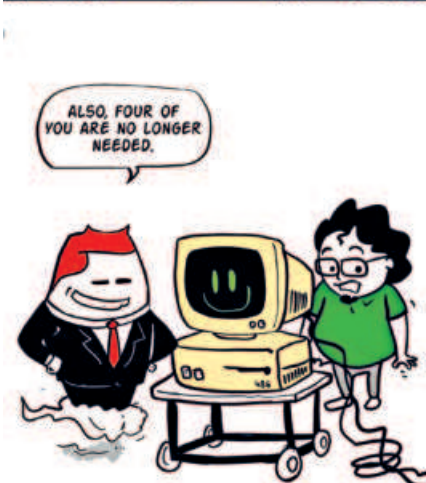
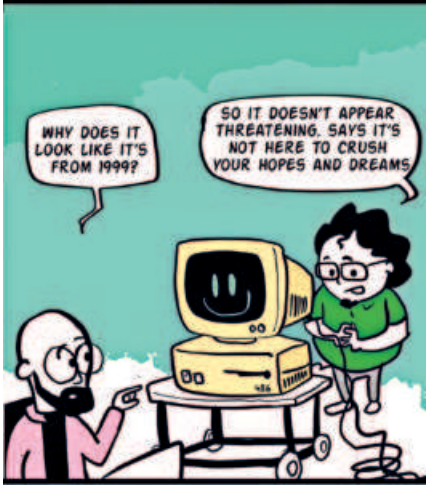
Minimum experience: 5 years

FOR MORE DETAILS AND THE APPLICATION LINKS, SCAN THE QR CODE BELOW.



THE BOSSMAN

BY E. RAZA RONNY



Gucci CEO out after nine months in job

NEXT STEP DESK

French luxury group Kering has appointed Francesca Bellettini as the new chief executive of Gucci, replacing Stefano Cantino after nine months in the role. This

marks the second leadership change at the brand in under a year as Kering seeks to reverse a significant decline in sales.

Bellettini, who previously served as Kering's deputy CEO in charge of brand development, will now lead efforts to

revitalise the struggling label. Her former deputy position, which she held alongside Jean-Marc Duplaix, who remains as chief operating officer, will be eliminated as part of a broader restructuring.

Cantino, who joined Gucci from rival

Louis Vuitton, will leave the company. Gucci, once Kering's top performing brand with annual sales exceeding €10 billion, has seen its revenue decline by double-digit percentages in recent quarters, including a 25% drop in the past quarter.

Your career's secret weapon? Honest self-assessment

SHAMS RASHID TONMOY

When you're new in a job, it's normal to feel like you don't understand half of what's going on. But as months pass, you start recognising your strengths, weaknesses, and areas to improve. While supervisor feedback or year-end reviews may highlight some of these gaps, you don't need to wait that long. Regular self-assessment is one of the most effective ways to stay on top of growth and keep your career moving forward.

The good news is that self-assessment doesn't need to be complicated. Think of them as habits, not homework. Start by reviewing your own work. If your job involves writing, presentations, or reports, keep a copy in a Google Doc or Notes app. Revisit them, add comments, and ask yourself honestly whether you'd submit that piece again today. Even if your work isn't written - say, you're in sales, engineering, or customer service - you can still keep regular notes about what you think went smoothly and what could have been done differently.

Benchmarking yourself against others is another useful strategy. Look at the work of colleagues who've held your role before or ask teammates how they approach tricky tasks. This isn't about copying but learning from examples. Often, seeing how someone else structures a report, manages time, or handles a



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client call can spark ideas for your own growth.

If your role is in a technical or specialist field, industry standards can be an excellent guide for self-assessment. Instruction manuals, textbooks, or updated guidelines often outline the 'right' way of doing things. By checking your current methods against these standards, you'll spot gaps you might otherwise miss and ensure your skills remain relevant as industries evolve.

Upskilling doubles as self-assessment. Job platforms like Indeed or learning sites like Coursera reveal which skills employers want. If your CV lacks something that shows up often, that's your cue. Whether it's a short course, workshop, or shadowing a colleague, investing in new skills shows initiative and keeps you competitive.

Beyond these practical steps,

self-assessment is also about self-awareness. Pay attention to how you react under stress, how you manage deadlines, and how well you communicate with others. Sometimes career development isn't just about technical expertise but also about emotional intelligence, teamwork, and leadership potential. Soft skills can be just as valuable as hard skills, especially in the modern age of workplace AI.

Ultimately, self-assessment is about taking ownership of your career. It keeps you from becoming stagnant and helps you stay proactive rather than reactive. Instead of waiting for feedback to arrive once a year, you're creating a constant loop of reflection and improvement. With just a little time and effort, you'll not only become better at your current role but also prepare yourself for the bigger opportunities ahead.

OpenAI keeps poaching talent from Apple: report

NEXT STEP DESK

OpenAI is drawing increasing numbers of employees from Apple as it accelerates work on its first hardware devices, according to a recent report by The Information.

The AI company has recruited more than two dozen Apple staff this year, up from about 10 in 2024. Many of the hires came from Apple's wearables, cameras, audio, and interface design teams. Notable recruits include Cyrus Daniel Irani, who designed Siri's waveform, and Erik de Jong, a former senior figure on the Apple Watch team.

The hiring wave is being led by Tang Tan, OpenAI's chief hardware officer and a 25-year Apple veteran, states the report. Tan, once responsible for translating iPhone designer Jony Ive's ideas into mass production, has described OpenAI as offering more freedom and collaboration than Apple's slower product cycles, the report says.

To lure staff, OpenAI is reportedly offering stock packages worth more than \$1 million, along with promises of quicker decision-making and fewer layers of bureaucracy. Some Apple workers are said to be frustrated by incremental updates and weak stock gains, according to the report.



“A lot of hard work is hidden behind nice things.”

RALPH LAUREN

