

MODULE 3

AI for Career Development & Employability

Re-AI Training Programme · EQF Level 4-5 · 10 hours



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How This Module Works

Turn your AI tool skills into career capital: a professional CV, a digital portfolio and LinkedIn profile, and prompts that get professional-quality results from any AI tool.

10 hrs

Learning time

2 wks

Recommended pace

4

Lessons

3

Hands-on exercises

EQF 4–5

Qualification level

3.1

1.5 hours

How to write great AI prompts: the CARE framework

Practice: EX 3.1

3.2

1 hour

Working alongside AI: what humans still do best

Practice: EX 3.2

3.3

1 hour

How employers use AI in hiring — and how to work with it

Practice: EX 3.3

3.4

2 hours

Building your digital presence: portfolio and LinkedIn

Practice: EX 3.3

Learning Objectives

By the end of this module you will be able to:



Write great prompts

Use the CARE framework (Context, Action, Result, Example) to get clear, useful answers from any AI tool.



Work alongside AI

Use AI as a starting point, then add what humans do best: checking facts, judgement, empathy and relationships.



Get past hiring software

Understand how employers use AI to screen CVs, and make your CV clear, honest and easy for software to read.



Build your digital presence

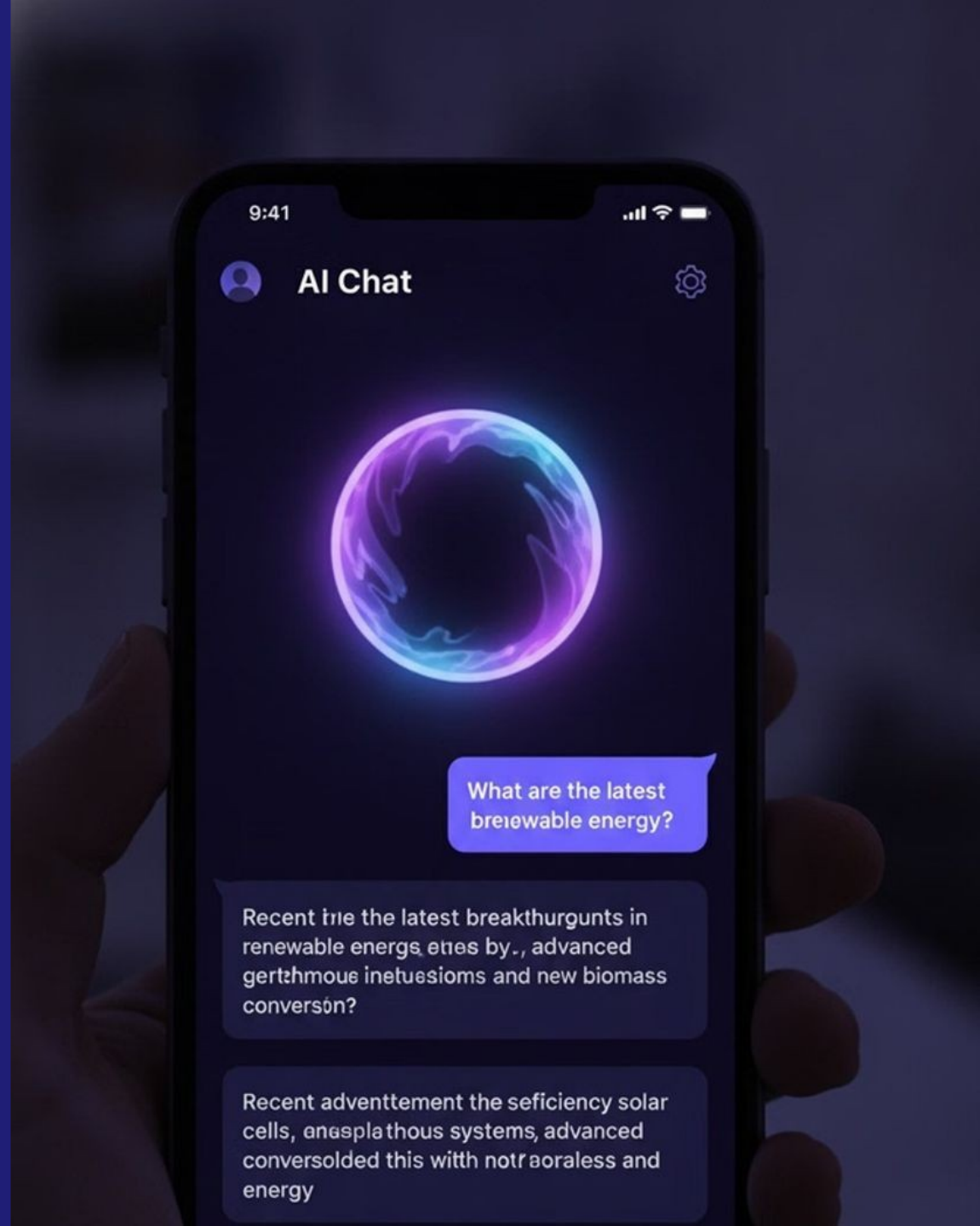
Create a simple portfolio and a strong LinkedIn profile that show your skills in your own voice.

LESSON 3.1 · 1.5 HOURS

How to write great AI prompts: the CARE framework

IN THIS LESSON

- What a prompt is and why quality matters
- The four parts of the CARE framework
- A worked example: a cover letter prompt
- Common prompt mistakes and how to avoid them



L3.1 Learning Objectives

By the end of this lesson you will be able to:



Explain what a prompt is and why a good prompt gives better results



Write a prompt using the four CARE elements



Apply CARE to job search tasks such as cover letters



Recognise and fix common prompt mistakes

THIS LESSON

L3.1

Duration: 1.5 hours

Practice: EX 3.1

Quiz: 5 questions, 70% to pass



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Key Terms

The words you will meet in L3.1, in plain language.

Prompt

The instruction or question you give to an AI tool to get a response.

AI (artificial intelligence)

Technology that can process information and produce human-like text, images or answers.

CARE framework

A method for writing good prompts: Context, Action, Result, Example.

Output

The answer or content that the AI tool gives back to you.

Iterate

To improve something step by step, for example by asking the AI follow-up questions.

Tone

The feeling of a text, for example formal, friendly or enthusiastic.

Why prompt quality matters

INPUT DECIDES OUTPUT

The quality of what you get from AI depends on the quality of what you put in.

More than 60% of EU job seekers now use digital tools in their job search (Eurostat).



A weak prompt and a strong prompt

Both ask for a cover letter. Only one tells the AI enough to help.

A Weak prompt

- "Help me write a cover letter"
- The AI does not know who you are
- It does not know the job or company
- You get a generic letter anyone could send

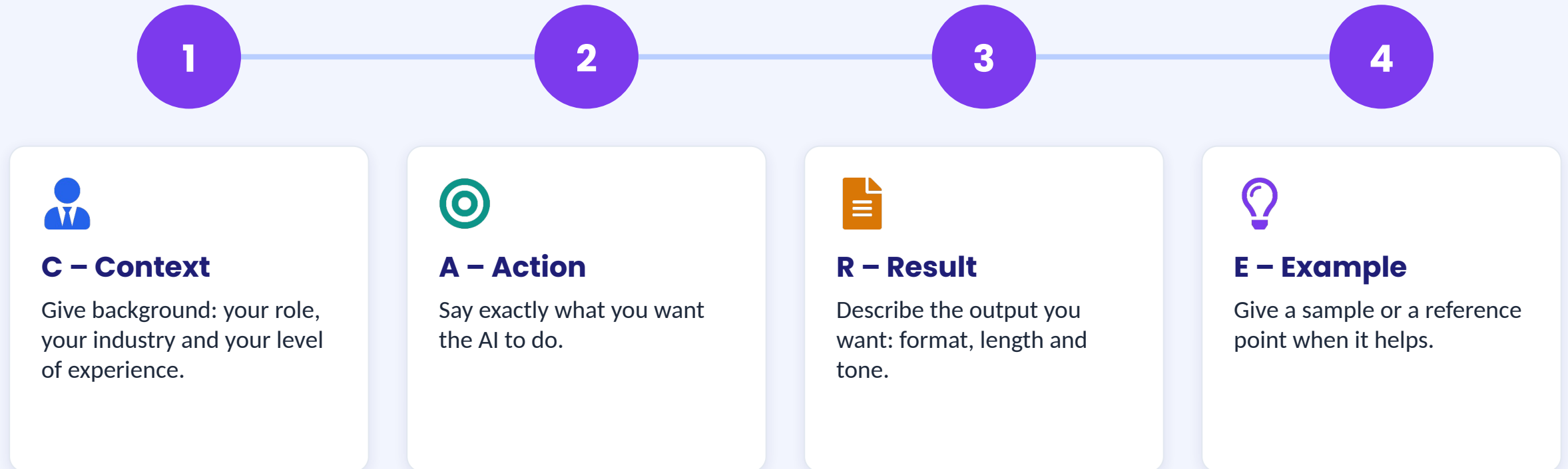
B Strong prompt

- Says who you are and which job you want
- Says exactly what the letter should highlight
- Sets the tone and the length
- You get a letter that fits you and the job

The strong prompt takes one minute longer to write and saves much more time later.

The CARE framework

Four parts that turn a vague request into a clear instruction.



You do not always need an Example, but Context, Action and Result help every time.

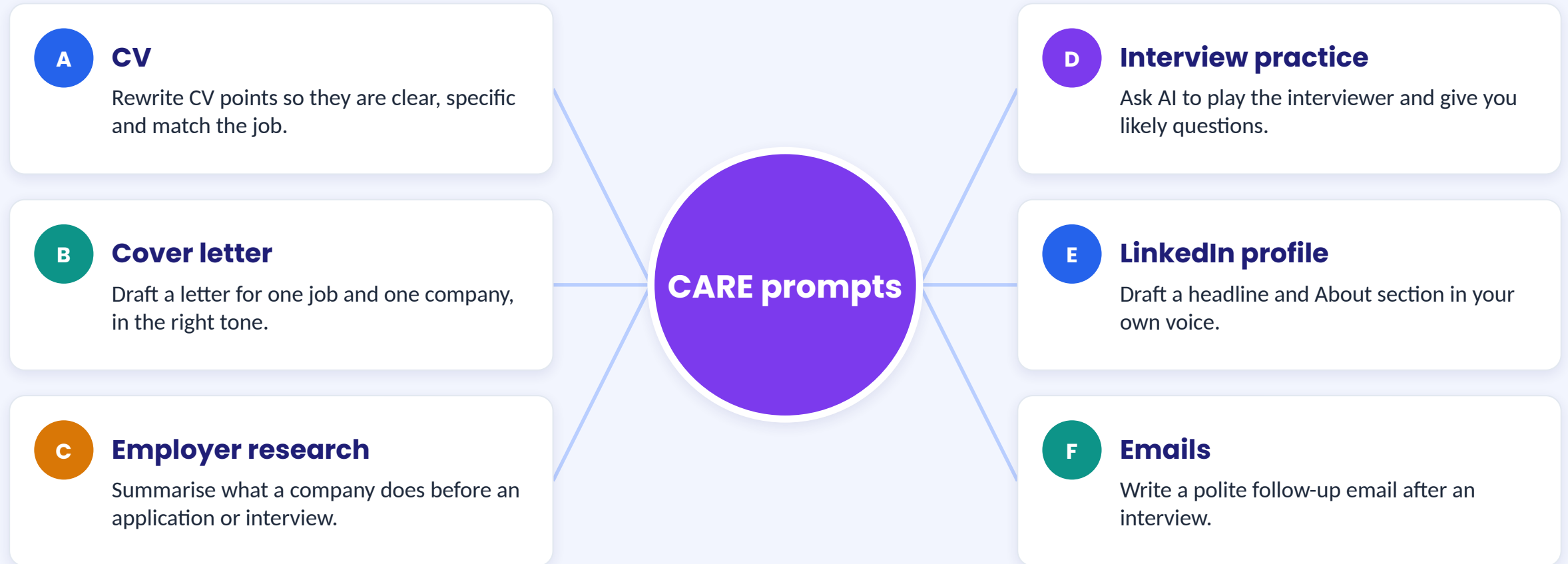
CARE worked example: a cover letter

Weak prompt: "Help me write a cover letter". Here it is rewritten with CARE.

CARE element	Example prompt
Context	I am a recent environmental science graduate applying for an entry-level sustainability analyst role at a German renewable energy company.
Action	Write a cover letter that highlights my university research on carbon footprint reduction and my internship at a local NGO.
Result	The tone should be professional but enthusiastic, and the letter should be no longer than 300 words.
Example	Structure it like the cover letter format recommended by Europass.

Put the four parts together as one prompt and send it to the AI.

Where CARE helps in your job search



Common prompt mistakes to avoid

Three mistakes that lead to weak AI answers.



Being too vague

"Write something good" gives the AI no direction, so the answer is not useful.



Asking too much at once

Many requests in one prompt confuse the AI and lower the quality of each answer.



Missing context

Not saying the audience or tone, or forgetting to check the AI's answer.

Treat prompting as a conversation

Your first answer is rarely your best. Improve it step by step.

1



Ask

Send your CARE prompt.

2



Read and check

Is it correct? Is it true about you? Is the tone right?

3



Refine

Ask for changes: "Make it shorter", "Use simpler words", "Add my IT skills".

4



Make it yours

Edit the final text so it sounds like you, then use it.



Watch: a prompt formula in 8 minutes

Jeff Su shows a similar formula. Notice how it matches Context, Action, Result and Example.



Master the Perfect ChatGPT Prompt Formula (in just 8 minutes)! – Jeff Su

[Watch on YouTube: https://www.youtube.com/watch?v=jC4v5AS4RIM](https://www.youtube.com/watch?v=jC4v5AS4RIM)

Check Your Understanding

Try answering these in your own words before moving on.



What does each letter of CARE stand for?



Why does a vague prompt give a generic answer?



Rewrite "Write a cover letter" as a CARE prompt for a job you would like.



What should you do after the AI gives you its first answer?



Learning Resources

Want to go further? These are free and trusted.



Master the Perfect ChatGPT Prompt Formula (in just 8 minutes)! – Jeff Su

<https://www.youtube.com/watch?v=jC4v5AS4RIM>



Prompt Engineering Guide – Introduction

<https://www.promptingguide.ai/introduction>



L3.1 Key Takeaways

Before the next lesson, hold on to these five points.



A prompt is the instruction you give to an AI tool



Better input gives better output: AI cannot guess what you need



CARE means Context, Action, Result and Example



Avoid vague prompts, too many requests at once and missing context



Treat prompting as a conversation: check, refine and make it yours



Now Put It Into Practice

Head to the Re-AI learning platform to finish this lesson.



INTERACTIVE ACTIVITY

Build your own CARE prompt

On the platform · about 10 minutes



HANDS-ON EXERCISE EX 3.1

Prompt engineering lab

1.5 hours · Tools: ChatGPT, Claude



LESSON QUIZ

5 multiple-choice questions

70% to pass · unlimited retakes



LESSON 3.2 • 1 HOUR

Working alongside AI: what humans still do best

IN THIS LESSON

- What AI does well and what humans do better
- Using AI as a starting point, not the final word
- Worked example: researching an employer with AI
- Checking AI research against reliable sources



L3.2 Learning Objectives

By the end of this lesson you will be able to:



Describe the strengths humans bring that AI does not: judgement, empathy, creativity and relationships



Use a CARE prompt to gather information about an employer



Check AI-generated research against official and trusted sources



Prepare informed questions for an interview

THIS LESSON

L3.2

Duration: 1 hour

Practice: EX 3.2

Quiz: 5 questions, 70% to pass



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Key Terms

The words you will meet in L3.2, in plain language.

Human judgement

Your ability to weigh information, think about the situation and make a sensible decision.

Employer research

Gathering information about a company before you apply or go to an interview.

Company culture

The values, behaviour and working environment of an organisation.

Due diligence

Checking that information is correct before you make a decision or rely on it.

Hallucination

When an AI tool states something false or invented as if it were a fact.

Verify

To check that something is true by looking at a reliable source.



AI and humans: different strengths

The best results come when each does what it does best.



AI is good at

- Working very fast with large amounts of text
- Summarising, drafting and suggesting ideas
- Giving you a first version to start from
- Working at any time of day

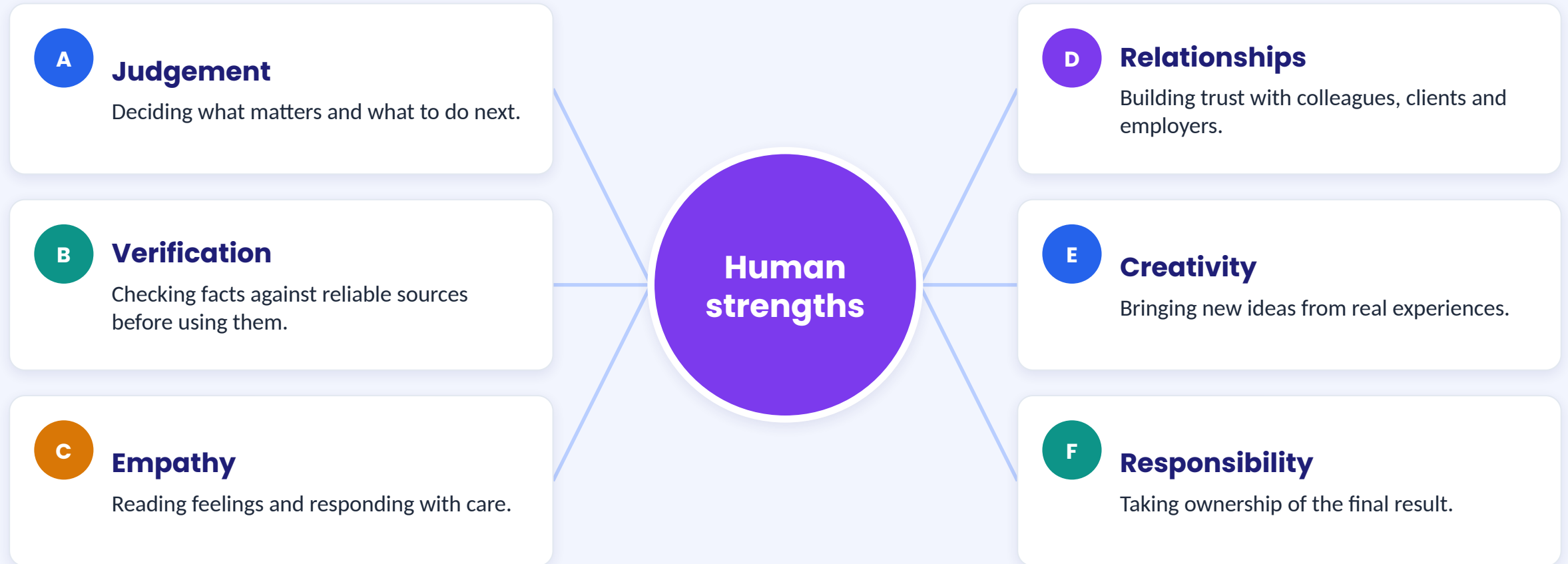


Humans are better at

- Judgement: deciding what is true, right and relevant
- Empathy: understanding people's feelings and needs
- Building trust and relationships
- Creativity based on real life experience

AI can be wrong or out of date. A human must check its work.

What humans still do best



AI is a starting point

THE GOLDEN RULE

Use AI as a starting point, not the final word. You check it, you decide, you are responsible.

This rule applies to everything in this module: research, CVs, cover letters and profiles.



Worked example: researching an employer

Tailored applications stand out and show you prepared. Explore three key areas.



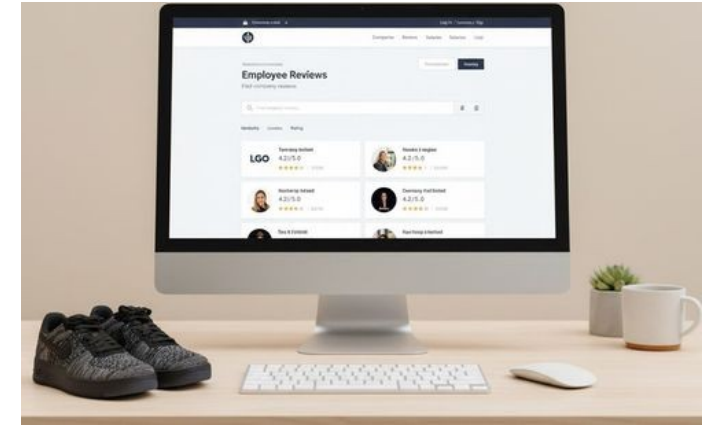
Mission and values

The company's mission and values, plus recent news or press releases.



Products and market

Products, services, market position, growth plans and sustainability work.



Culture and leadership

Company culture, employee reviews and the main leadership team.

CARE example: interview research

Using CARE to gather information before an interview.

CARE element	Example prompt
Context	I have an interview next week with a Dutch tech start-up that focuses on sustainable banking solutions.
Action	Summarise the company's main products, recent news from the past 6 months and its stated company values.
Result	Present the information in bullet points I can quickly review before my interview.
Example	Include any notable awards or partnerships they have announced.

AI may not have news from the last few months. Always check dates.

Check AI research before you use it

Your human job: verify every important fact.

1



Official sources

Cross-check facts on the official company website and its publications.

2



Recent news

Check recent news in trusted news sources and the company's press releases.

3



Employee reviews

Look at review sites such as Glassdoor. AI may have old information.

4



Note differences

Write down anything the AI got wrong, missed or had out of date.

Turn research into good interview questions

This is where your judgement and curiosity matter most.



Show you prepared

"I read about your new partnership with a local bank. How will it affect this team?"



Ask about culture

"How does the team stay connected when working remotely?"



Ask about growth

"What would success look like in the first six months in this role?"

Watch: using AI in your job search

A practical look at AI tools for job seekers. Notice where the human still checks and decides.



Using A.I. for Your Job Search in 2026

[Watch on YouTube: https://www.youtube.com/watch?v=7SbGce4ZHq8](https://www.youtube.com/watch?v=7SbGce4ZHq8)



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Check Your Understanding

Try answering these in your own words before moving on.



Name three things humans do better than AI.



What does "use AI as a starting point, not the final word" mean?



Which three areas should you research about an employer?



Where would you check a fact that AI gave you about a company?



Learning Resources

Want to go further? These are free and trusted.



Using A.I. for Your Job Search in 2026

<https://www.youtube.com/watch?v=7SbGce4ZHq8>



Why AI Works Best When It Works with Humans (Harvard Business Review)

<https://hbr.org/sponsored/2026/06/why-ai-works-best-when-it-works-with-humans>



L3.2 Key Takeaways

Before the next lesson, hold on to these five points.



AI is fast, but humans bring judgement, empathy, creativity and relationships



Use AI as a starting point, not the final word



Research mission, products and culture before you apply or interview



Always check AI research on official sites and trusted news



Use what you learn to ask good questions in the interview



Now Put It Into Practice

Head to the Re-AI learning platform to finish this lesson.



INTERACTIVE ACTIVITY

AI task or human task?

On the platform • about 10 minutes



HANDS-ON EXERCISE EX 3.2

Research an employer and write your cover letter

1.5 hours • Tools: ChatGPT or Claude, Word
or Google Docs, Company website



LESSON QUIZ

5 multiple-choice questions

70% to pass • unlimited retakes



LESSON 3.3 • 1 HOUR

How employers use AI in hiring — and how to work with it

IN THIS LESSON

- What an Applicant Tracking System (ATS) is and how it works
- Headings, keywords and layout that ATS can read
- Using CARE to rewrite a CV point
- Common ATS mistakes to avoid



L3.3 Learning Objectives

By the end of this lesson you will be able to:



Explain what an ATS is and how it screens CVs



Identify keywords and formatting that make a CV ATS-friendly



Use AI to rewrite CV sections, without inventing anything



Avoid common ATS mistakes

THIS LESSON

L3.3

Duration: 1 hour

Practice: EX 3.3

Quiz: 5 questions, 70% to pass



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Key Terms

The words you will meet in L3.3, in plain language.

ATS (Applicant Tracking System)

Software employers use to collect, filter and rank CVs using keywords and other criteria.

Keywords

Words or phrases from the job advert that the ATS looks for in your CV.

CV parsing

How an ATS reads your CV and sorts the information into sections.

Action verb

A strong word that shows what you did, such as "managed", "developed" or "increased".

Keyword stuffing

Repeating keywords too often in an unnatural way. It looks like spam.

Why ATS matters

Many CVs are filtered out by software before a person ever reads them.

70%

of large EU employers use an ATS

45%

of EU small and medium-sized companies use an ATS

Source: EURES, 2025 (figures from the partner deck; exact report to be confirmed)



Your CV has two readers

SOFTWARE FIRST

A strong candidate can be rejected just because the software could not read the CV.

The good news: a few simple changes make your CV work for both software and people.



How an ATS reads your CV

A simple view of what happens after you click "Apply".



ATS-friendly CV: best practice

Format your CV so it passes automated screening.



Standard headings

Use clear sections such as Experience, Education and Skills. Avoid creative labels.



Keywords

Include keywords from the job description naturally throughout your CV.



Clean layout

Avoid tables, graphics, headers and footers. Use one column, saved as .docx or .pdf.



CARE example: rewriting a CV point

Original CV point: "Responsible for various tasks in marketing".

CARE element	Example prompt
Context	I am applying for a Digital Marketing Specialist role at a Spanish e-commerce company. The job focuses on SEO, content and analytics.
Action	Rewrite this CV point to be more specific and include relevant keywords.
Result	Make it action-oriented, include real results if possible, and keep it under 20 words.
Example	Use strong action verbs like "developed", "managed" or "increased".
AI output	"Developed and executed SEO content strategy, increasing organic traffic by 35% over 6 months."

Only keep numbers that are true. If you did not measure 35%, change or remove it.

Using AI on your CV: do and don't

AI can improve your CV, but you are responsible for every word.



Do

- Paste the job advert and ask for matching keywords
- Ask AI to make your points clearer and shorter
- Tell the AI: "Do not invent any experience"
- Read every line and correct anything untrue



Don't

- Accept skills or results you do not have
- Copy the job advert word for word
- Hide keywords in white text
- Send the CV without reading it yourself

Common ATS mistakes to avoid

Test your CV with a free ATS checker before you apply.



Creative layouts

Icons, infographics and unusual fonts confuse ATS software.



Keyword stuffing

Too many unnatural keywords look like spam and are hard to read.



Only abbreviations

Write terms in full the first time: "Search Engine Optimisation (SEO)", not just "SEO".

Watch: applicant tracking systems explained

A short guide to what an ATS is, how it works and how to write a CV that works with it.



Everything You Need to Know About Applicant Tracking Systems

[Watch on YouTube: https://www.youtube.com/watch?v=jm47l6EvIRs](https://www.youtube.com/watch?v=jm47l6EvIRs)



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Check Your Understanding

Try answering these in your own words before moving on.



What is an ATS and what does it do with your CV?



Name three things that make a CV easy for an ATS to read.



What is keyword stuffing, and why should you avoid it?



Why must you check every number and skill that AI adds to your CV?



Learning Resources

Want to go further? These are free and trusted.



Everything You Need to Know About Applicant Tracking Systems

<https://www.youtube.com/watch?v=jm47l6EvIRs>



Research: AI Is Changing What Employers Want from New Hires (Harvard Business Review)

<https://hbr.org/2026/07/research-ai-is-changing-what-employers-want-from-new-hires>



L3.3 Key Takeaways

Before the next lesson, hold on to these five points.



Many employers use an ATS to read and rank CVs before a person sees them



Use standard headings and a clean, one-column layout



Use keywords from the job advert naturally, never stuffed



Use CARE to rewrite CV points with strong action verbs



Never let AI invent skills, jobs or results: check every line

Now Put It Into Practice

Head to the Re-AI learning platform to finish this lesson.



INTERACTIVE ACTIVITY

Get your CV past the software

On the platform • about 10 minutes



HANDS-ON EXERCISE EX 3.3

Build your digital portfolio

1.5 hours • Tools: ChatGPT or Claude, Notion.so or Carrd.co, LinkedIn (optional)



LESSON QUIZ

5 multiple-choice questions

70% to pass • unlimited retakes



LESSON 3.4 • 2 HOURS

Building your digital presence: portfolio and LinkedIn

IN THIS LESSON

- Why a portfolio matters and what to put in it
- The three-question structure: What? How? Result?
- Building a strong LinkedIn profile: headline, About and skills
- Using AI while keeping your own voice



L3.4 Learning Objectives

By the end of this lesson you will be able to:



Explain why a portfolio and LinkedIn profile help your job search



Write a project description using What, How and Result



Use AI to draft a LinkedIn headline and About section in your own voice



Select and present your best work samples

THIS LESSON

L3.4

Duration: 2 hours

Practice: EX 3.3

Quiz: 5 questions, 70% to pass



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Key Terms

The words you will meet in L3.4, in plain language.

Portfolio

A chosen collection of work samples that show your skills and achievements.

Project description

A short text explaining what you did, how you did it and what the result was.

Three-question structure

A way to describe a project: What? How? Result?

LinkedIn

A professional social network where people share their work history and employers find candidates.

Headline

The short line under your name on LinkedIn that says who you are and what you do.

About section

A short summary on your LinkedIn profile about your skills, experience and goals.

Why build a portfolio?

SHOW, DON'T JUST TELL

A portfolio gives employers real evidence of your skills, beyond what your CV says.

It is especially useful for remote and digital jobs, where employers may never meet you in person.



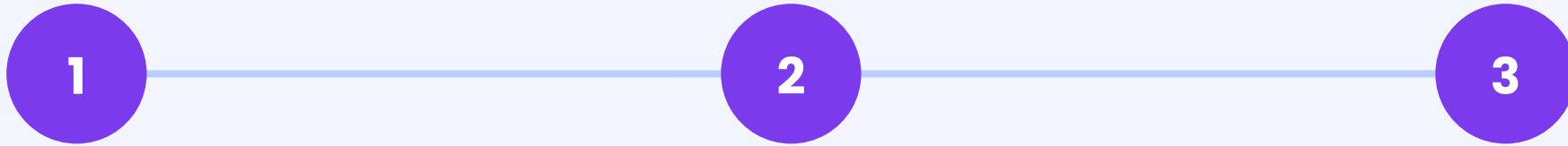
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Describe any project in three questions

The three-question structure keeps descriptions clear, focused and professional.



What?

Describe the project and its purpose, clearly and briefly.



How?

Explain your role, your approach and the tools you used.



Result?

Share the outcome, the impact or what you learned.

Use this structure for every portfolio item, and in interviews too.



CARE example: a portfolio description

Project: university research on renewable energy adoption.

CARE element	Example prompt
Context	I am an environmental science graduate building a portfolio. I did group research on renewable energy adoption in rural communities.
Action	Write a portfolio project description using the three-question structure (What, How, Result).
Result	Keep it to 3–4 sentences, in a professional tone, suitable for a portfolio website.
Example	Highlight my specific contribution (data analysis) and the project outcome.
AI output	What: research on renewable energy barriers in rural EU areas. How: led data analysis (Excel, surveys). Result: shared with policy makers.

Check every detail the AI writes. Add only facts that are true, such as the real number of survey responses.

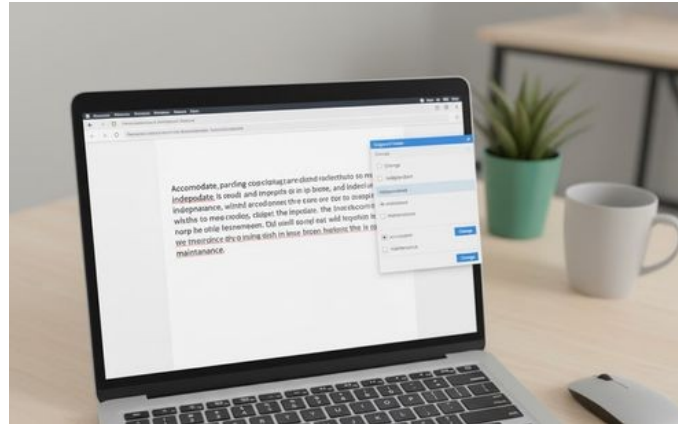
Tips for an effective portfolio

Use AI to refine descriptions, but let your own voice come through.



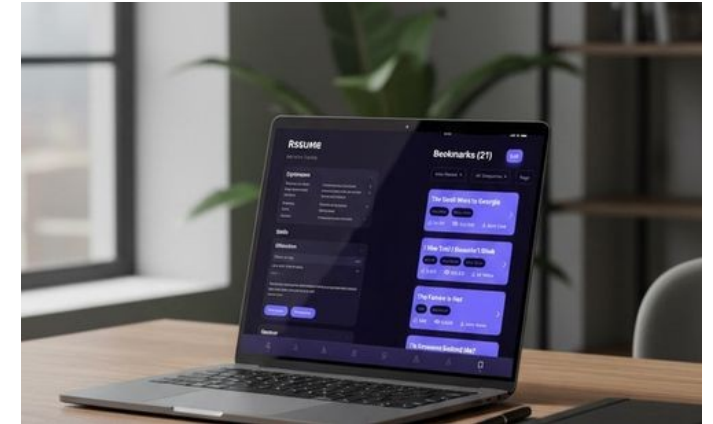
Choose carefully

Pick 3 to 5 of your strongest, most relevant projects.



Show variety

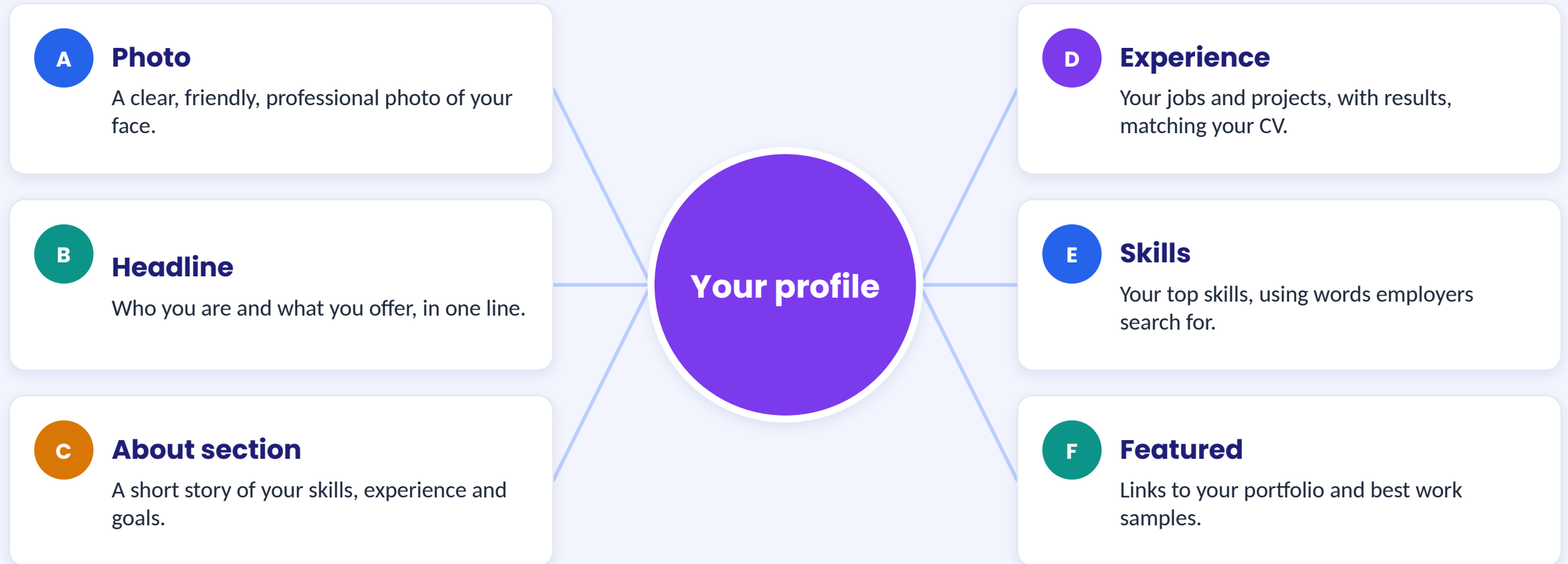
Include different work that shows a range of skills.



Keep it fresh

Update it when you finish new work. Keep descriptions short and focused on results.

The parts of a strong LinkedIn profile



Writing a LinkedIn headline

Your headline appears in every search. Make it say what you do and offer.



Strong headline

- "Customer Support Specialist | Live Chat and Email | Bilingual EN/ES"
- "Junior Data Assistant | Excel, Google Sheets | AI tools"
- Uses keywords employers search for
- Says what you can do for a company



Weak headline

- "Looking for opportunities"
- "Unemployed"
- Only a job title with no skills
- Jokes or words recruiters do not search for

Use AI to draft your About section

A CARE prompt for your LinkedIn About section.

CARE element	Example prompt
Context	I have 6 years in hospitality and I am moving into remote customer support. I speak English and Polish and I use AI tools daily.
Action	Draft a LinkedIn About section that presents my experience and skills for remote support roles.
Result	First person, 3 short paragraphs, warm and professional, with keywords like customer support and CRM.
Example	Here is a sample of how I write: [paste a few sentences you wrote yourself].

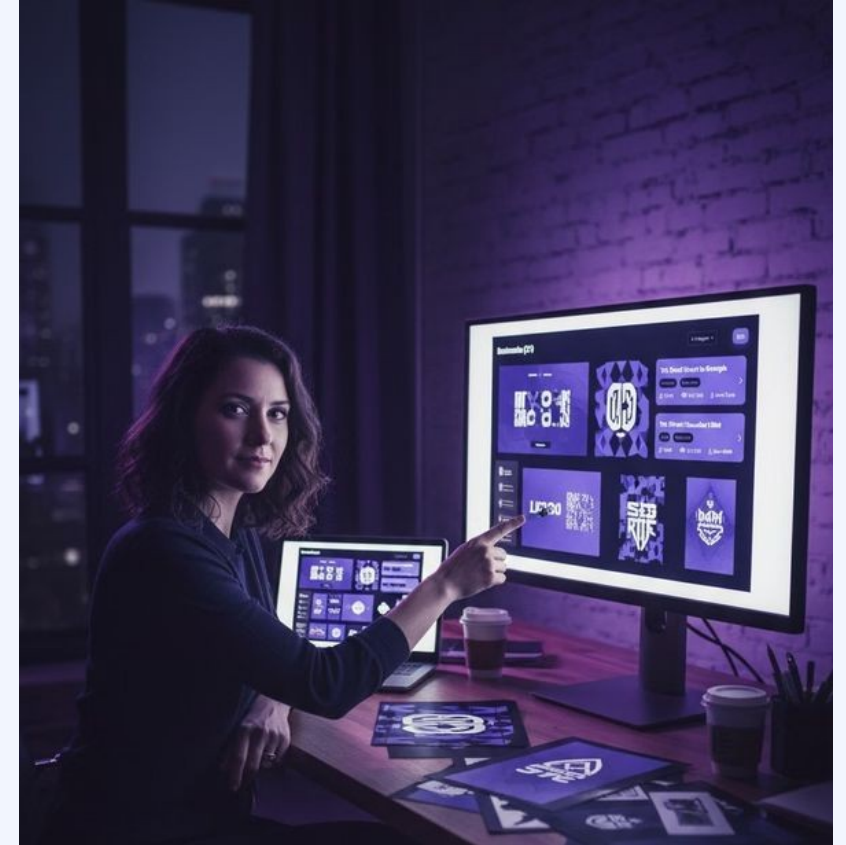
Pasting your own writing helps the AI match your voice.

Keep your own voice



AI can help you write, but your profile must sound like you and be true. Employers want to meet the person they read about.

- Read the AI draft aloud: does it sound like you?
- Replace words you would never use
- Remove any skill or result that is not true
- Add a real example from your own experience



Watch: LinkedIn profile tips

Five simple LinkedIn tips for job seekers from Jeff Su.



5 MUST-KNOW LinkedIn Profile Tips for Job Seekers! – Jeff Su

[Watch on YouTube: https://www.youtube.com/watch?v=B4OhuzwLc9o](https://www.youtube.com/watch?v=B4OhuzwLc9o)

Check Your Understanding

Try answering these in your own words before moving on.



Why is a portfolio useful in addition to a CV?



What are the three questions for describing a project?



Write a LinkedIn headline for yourself that includes two skills.



How can you make sure an AI-drafted About section still sounds like you?



Learning Resources

Want to go further? These are free and trusted.



5 MUST-KNOW LinkedIn Profile Tips for Job Seekers! – Jeff Su

<https://www.youtube.com/watch?v=B4OhuzwLc9o>



Building Your Online Presence: Tips for Networking with Employers

<https://www.getsetresumes.com/blog/building-your-online-presence-tips-for-networking-with-employers/>



L3.4 Key Takeaways

Before the next lesson, hold on to these five points.



A portfolio shows real evidence of your skills, beyond your CV



Describe each project with three questions: What? How? Result?



Choose 3 to 5 strong, varied projects and keep them up to date



A LinkedIn headline should say what you do and offer, with keywords



Use AI to draft, then edit so it is true and sounds like you



Now Put It Into Practice

Head to the Re-AI learning platform to finish this lesson.



INTERACTIVE ACTIVITY

Match the profile part to its purpose

On the platform · about 10 minutes



HANDS-ON EXERCISE EX 3.3

Build your digital portfolio

1.5 hours · Tools: ChatGPT or Claude, Notion.so or Carrd.co, LinkedIn (optional)



LESSON QUIZ

5 multiple-choice questions

70% to pass · unlimited retakes



Module Summary

What you can now do after Module 3



Good prompts give AI context, a clear action, the result you want and an example



AI is a starting point: you check the facts and make the final decisions



Many employers use software (ATS) to read and rank CVs before a person does



A clean CV with honest, natural keywords works for both software and people



A portfolio and LinkedIn profile show real evidence of your skills

COMING NEXT

Module 4 moves to advanced AI for digital work: building a chatbot, working with data, starting a freelance service and the EU rules on AI.

Complete the final module quiz (70% to pass) to earn your Module 3 certificate and badge.



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End of Module 3

Thank you for learning with Re-AI

[Continue on the Re-AI learning platform: re-ai.elnlab.eu](https://re-ai.elnlab.eu)



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