

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

