

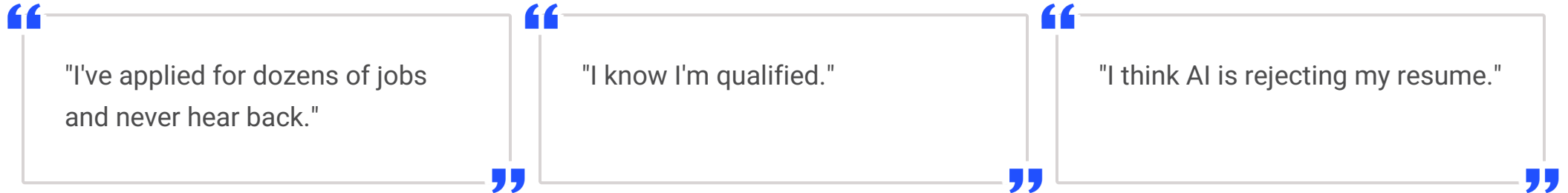
A stylized illustration of a man with dark hair, wearing a light blue dress shirt and a dark tie, sitting in a grey office chair at a desk. He is looking at a laptop computer. The background is plain white.

Resumes in the AI Era: Adapting for Success

Helping Job Seekers Communicate Value in an AI-Assisted Hiring Environment

What's Really Going On?

If you work with job seekers, you've probably heard some version of the same frustration.



It's an understandable concern. Everywhere we turn, we're hearing about artificial intelligence transforming work. It's natural for job seekers to wonder whether a machine is deciding their future before a human ever sees their application.

The Wrong Question

"How do I **beat** the AI?"

The Better Question

"How do I help an employer clearly **understand what I can do?**"

That shift in thinking is important because, despite all the headlines, resumes still matter. Employers still need people. Hiring managers still make decisions. Recruiters still look for talent. What has changed is the **environment** in which those decisions are being made.

The Resume Isn't Dead

Every few years someone predicts the death of the resume. It hasn't happened yet.

In fact, resumes remain one of the most important tools in the hiring process. Employers still need a way to understand a candidate's background, experience, skills, education, and accomplishments. The resume continues to provide that foundation.

The difference is that today's resume often has **two audiences**.


First Audience: Technology

Automated systems that help employers organize and filter incoming applications at scale.



Second Audience: People

Recruiters and hiring managers who ultimately make the decisions about who gets interviewed and hired.

 Both audiences matter — and that's where many job seekers get into trouble.

A stylized, light-colored illustration of a cityscape with various buildings of different heights and shapes. The buildings are rendered in shades of light blue and grey, with simple window and door outlines. The overall style is clean and modern.

PART 1

Understanding the New Hiring Landscape

Hiring Doesn't Work the Way It Used To

Think about how hiring worked twenty years ago versus today.

Then

01

A job was posted

02

Applications came in

03

Someone reviewed the resumes

04

Interviews were scheduled

05

Hiring decisions were made

Now

That still happens – but there's now **another layer** in the process.

Most employers use technology to help manage applications. If a company receives hundreds of resumes for a single position, recruiters need tools that help them organize information and identify candidates worth reviewing.

Technology helps them do that.

75%

of large employers use ATS or AI-assisted screening tools

250+

average applications received per corporate job opening

6 seconds

average time a recruiter spends on an initial resume review

i This doesn't mean a computer is making all hiring decisions. It means technology is helping people manage an overwhelming amount of information. That's a big difference.

What Is AI Actually Looking For?

One of the biggest myths in today's job market is that hiring systems are simply searching for keywords.

That can happen, but modern systems are often trying to do something more useful. They're trying to understand whether a candidate **appears capable** of doing the job.

☐ Notice the word "appears." The system only knows what the resume tells it.

The Core Problem

If a job seeker has strong experience but communicates it poorly, both technology *and* recruiters may struggle to recognize their value.

Why Qualified People Get Overlooked

The problem is not always their experience. Sometimes it's how that experience is **presented**.

Poor Presentation

Strong experience but unclear communication



Strong Presentation

Same experience with clear communication

The gap between a qualified candidate and a successful application is often a communication gap — not an experience gap.

The Biggest Resume Mistake We Still See

Many resumes read like job descriptions. They tell us what someone was *assigned* to do. They don't tell us what the person actually **contributed**.

Activity Statement

"Answered customer calls."

That's not wrong — but it doesn't tell us much. It describes a task, not a person.

Capability Statement

"Resolved customer concerns, answered product questions, and supported daily customer service operations."

This paints a much clearer picture of what the person can do.

One describes an activity.

The other describes **capability**.

Employers hire capability.

That's an important distinction for workforce professionals to remember when coaching job seekers through the resume writing process.

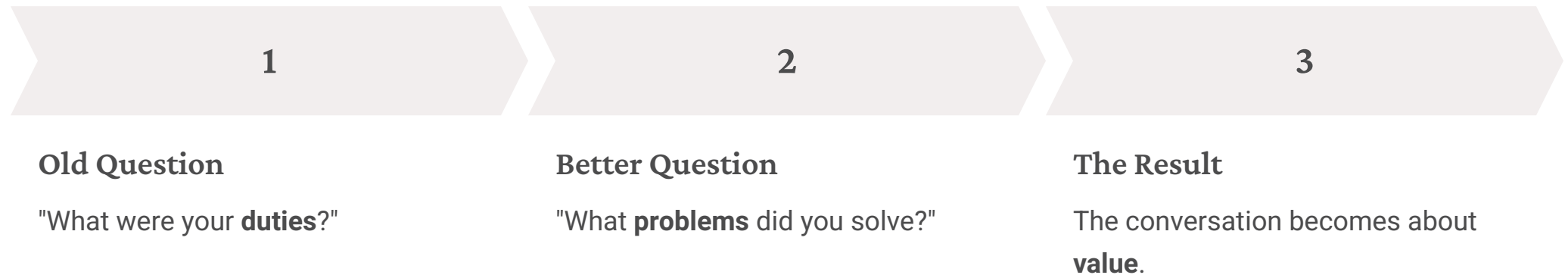


PART 2

What Makes a Resume Work Today

The Conversation We Need to Change

When helping job seekers, many of us were trained to ask a familiar question. But today, a simple shift in how we ask can change everything.



A job seeker who says, "I worked the front desk," may later reveal that they handled upset customers, coordinated schedules, trained new employees, and solved problems every day.

Those details matter. They're often the difference between an average resume and a compelling one. Our role as workforce professionals is to draw those stories out.

Skills Matter More Than Ever

Another important shift is the growing emphasis on **skills**. Employers increasingly want to know what a person *can do* – not simply where they worked.

This is creating real opportunities for many job seekers. Someone who gained skills through a variety of paths may have more value than they realize.

87%

of employers say skills gaps are their top hiring challenge



Military Service

Veterans bring leadership, discipline, logistics, and technical skills that translate powerfully to civilian roles.



Community College & Apprenticeships

Hands-on training and technical credentials that demonstrate job-ready capability.

65%

of jobs in 2030 don't exist yet — skills adaptability is critical



Volunteer Work

Community involvement builds real skills in coordination, communication, and problem-solving.



Workforce Programs

Structured programs that build both hard and soft skills valued by today's employers.

40%

of workers will need reskilling within the next 3 years



Part of our role as workforce professionals is helping people identify those skills and communicate them effectively – wherever they were gained.

One Resume for Every Job? Probably Not.

Many job seekers still rely on a single resume for every opportunity. In today's labor market, that approach is becoming less effective.

Employers are looking for **relevance**. They want to know why a particular candidate fits a particular role.

1

Understand the Role

Read the job posting carefully.
Identify the skills, responsibilities, and language the employer uses.

2

Adjust the Emphasis

Move the most relevant skills and accomplishments to the top. Make them easy to find – for both technology and people.

3

Match the Language

Use terminology that mirrors the job description. This helps both automated systems and recruiters recognize the fit.

- i** That doesn't mean rewriting an entire resume every time. It does mean adjusting the emphasis so the most relevant experience is front and center.



The Role of Workforce Professionals

So What Should Workforce Professionals Do?

The answer is simpler than many people think.

Spend less time worrying about AI

The technology is a tool, not the decision-maker. Redirect energy toward what actually moves the needle.

Help job seekers identify accomplishments

Ask the right questions. Draw out the stories that reveal real capability and contribution.

Recognize transferable skills

Help candidates see the value in every experience – military, volunteer, part-time, or otherwise.

Connect experience to employer needs

Help them explain how their background directly addresses what the employer is looking for.

Help them tell a clearer story

Because at the end of the day, that's what hiring has always been about.

Technology may change. Recruiting platforms may change. Artificial intelligence will certainly continue to evolve. But employers will still be looking for people who can solve problems, contribute value, and help organizations succeed.

A Final Thought

The future of resume writing is not about tricking an algorithm. It is not about stuffing resumes with keywords. And it is not about outsmarting artificial intelligence.

The future of resume writing is clarity.

Communicate Skills Clearly

Make it easy for both technology and people to understand what the candidate knows how to do.

Highlight Accomplishments

Show what was contributed – not just what was assigned. Capability over activity, every time.

Demonstrate Value

Help candidates articulate why they are the right person for this specific role at this specific organization.

The clearer a candidate can communicate their skills, accomplishments, and value, the easier it becomes for both technology and people to recognize what they bring to the table. That may be the most important lesson workforce professionals can teach job seekers in the AI era.

The job seeker who tells their story clearly will always stand out — in any era.