

The Resume Architect

The Resume Building AI Blueprint



By Chris Souther



Contents

- 1. Don't Bother With Online Resume Builders; Here's Why**
- 2. The Prep Work for Your Custom AI Resume Building Gem**
 - a. Skill Alignment Pack
 - b. Industry-specific Framing Lines
 - c. Job Reference Modules
- 3. Explaining it to Your AI Like it's Five.**
 - a. Giving Your AI a Personality
 - b. Purpose and Goals
 - c. Global Rules
 - d. Source Hierarchy & Narrative Priority
 - e. Customization Logic
 - f. Tone Rules
 - g. Resume Structure
 - h. Content Distribution & De-duplication
 - i. Compound Words & Hyphenation Protocol
 - j. Immutable Pre-flight Constraints and Sanity Checks
- 4. Building Your AI Model**
- 5. About the Author**

One year into the job hunt, I've learned that "personalized" doesn't have to mean "manual process." In my [prior LinkedIn article](#), after sharing my experience using one of the more prominent online AI resume tools, I promised to share how I built my custom **Resume Builder Gem**, and today I'm pulling back the curtain. If you're tired of spending two hours tweaking bullet points for every application, here is how you can build your own AI-powered career assistant.

Don't Bother With Online Resume Builders; Here's Why

First, let's talk about why automated AI-resume builders aren't the right way to go. We've all seen them in our Insta feeds: ads talking about how the old way of applying to hundreds of jobs with the same resume just doesn't work anymore. My personal favorites are the ones complaining of having applied to "more than 50 jobs" with no results. Just fifty? I wish. These services promise to personalize your resume for every job you want to apply to. I've tried a couple of them, and here's why I don't recommend them, in addition to the fact that they didn't improve my personal success rate.

All these tools do is place keywords from the job description into (hopefully) the right place on your resume. If your background is as a marketing generalist and you're applying to a Demand Gen role, it makes sure it puts "Demand Gen" in your resume a couple of times. Some services do this automatically, and some let you go through and dictate the changes based on the AI's recommendations. It only makes sense that, at some point, HR systems will deploy anti-AI-personalization tools to filter out these applicants; just like SEO keyword stuffing doesn't work anymore, it won't be long before this AI resume tactic won't either.

While there's nothing inherently wrong with what you're doing, depending on how much your resume is changed, since many of these tools make the changes on the backend, you have no idea what was submitted on your behalf. Good luck explaining something in an interview you can't back up with actual experience.

A quick sidebar on Cover Letters

While we're on the topic, while personalizing a resume is a time-killer, writing personalized cover letters is even worse! And this is something I would never allow an AI to do on my behalf, since resumes and cover letters have completely different styles and tones. And what is an online AI tool going to write that isn't already in the resume when all it knows about you IS the resume? It's just a bad idea all around. The process I'll show you, and the templates I'll give you for free if you connect with me on LinkedIn and DM me, can easily be adapted to cover letter generation as well.

Do not attempt to create a single Gem for generating resumes and cover letters. The AI can't move between the two writing styles well enough.

Likely, there's a better and more efficient way to format this document, but I'm going to show you what I've done and what works for my needs. Most AI models can read common document types (.txt, .docx, etc.), so it really doesn't matter which you use. Also, for the AI, formatting doesn't matter, but since this will be a living, breathing document you'll likely change regularly, if it makes it easier for you to organize it with headings and other formatting options, by all means feel free to do so.

The Prep Work for Your Custom AI Resume Building Gem

There's no such thing as a free ride; we have some work to do. For those veteran workers with multiple years of multiple jobs behind them, there is a wealth of accomplishments and responsibilities that likely didn't make your resume, correct? Conventional wisdom says to only show your more important accomplishments in the limited space a two-page resume provides, so that esoteric, proprietary piece of software you used at Company X is probably not making the resume bullet-highlight reel.

If you want to create an AI tool that truly customizes your resume for each job you apply to, rather than just word-stuffing the same resume over and over and calling it a day, you're going to have to do some homework. There are four main things you'll need for a successful AI resume builder:

- **A template** for how you want your resume to look. This is literally just a shell, a reference, for the AI. The template should be ATS optimized, and you can either search online for a tool to do that for you or ask your AI how. Don't worry as much about the formatting or font colors, rather the "pieces" of your resume you'll want personalized. For me, that included the job title at the top, along with a couple of relevant skill keywords from the job description (JD), a personalized summary of my background made relevant to the JD, a list of "core competencies," and finally, the listicle of my past employers and how I wanted each of those sections to look.
- **A lengthy reference document** detailing each of your past places of employment, along with every conceivable responsibility you had, each software tool you used, the company name and industry, and anything else you can think of that you may want to work into a resume or cover letter.
- **The AI's "personality."** At least for Gemini and ChatGPT, when you create a new AI model, there are two text fields. One is for the "What's this AI for?" Basically, here you tell the AI what it's there to do (at a high level), what kind of personality you want it to have, and anything else that helps you really dial into what the AI is supposed to be and do.
- **The AI's "Instruction" set.** Think of this like the checklist of things the AI needs to keep in mind when it's doing what you've asked of it. Things like grammar preferences, dos and don'ts, and anything else you'll want to tweak as you develop your resume-building style. This will change, likely frequently, as the models get updated or you get more familiar with how the AI works and realize there may be a better way of going about something.

Let's jump right into the biggest piece of work you'll need to accomplish so your AI model can do its magic. Again, for most online resume builders, they simply take your existing resume—a very static and specific document—and make a few minor tweaks. What we're doing here is creating a detailed account of each of your former jobs. We're also creating a true reference document that's easy for the AI to peruse and cross-reference as it seeks ways to personalize your resume without resorting to making things up, which it will do, lacking appropriate source material and/or a specific instruction telling it NOT to do so.

Section 1 – Skill Alignment Pack

In this section, list out all of the major skills you expect to find in a JD for your background. Since I know marketing, here are a few I have:

- Demand Generation & Pipeline Support
- Go-to-Market Strategy (GTM)
- Product Marketing

Under each of these sections, include a short list of descriptions of responsibilities typically found in a job focused on the section title. For example, under “Demand Generation & Pipeline Support,” I’ve included: integrated campaigns, lead quality, metrics, etc. Next, include a list of each prior job where you did this work. Here’s how one of these sections looks in my reference document:

“Demand Generation & Pipeline Support

Example Themes: *integrated campaigns, lead quality, metrics, full funnel, RevOps, inbound marketing, CRM, digital marketing, social media*

Roles to pull from: *Epoch Concepts, ABB, Verifone, OutSystems, Consultant”*

What we’ve done here is given the AI a quick reference for taking keywords it identifies from the JD and determining where, in your resume, it can really dial into your background with relevant keywords and responsibilities for the resume.

Section 2 – Industry-specific Framing Lines

The goal of this section is very simple: provide the AI with some context for each of the companies you’ve worked for. For building my resume and cover letters, I’ve included the company name, a short description of what they do (industry/vertical, type of product), and any other relevant information that makes them stand out as a great place to have worked. Following that is a high-level summary of what you did. Here’s an example of one of my prior roles:

Company X Inc.: *Global industrial technology and electrification company serving manufacturing, utilities, and infrastructure markets. Directed US and Mexico marketing communications for a \$1B division, revamping GTM launch processes, aligning messaging with product and sales priorities, and implementing US and European branding consistencies across digital and field marketing.”*

What we’ve done here is give the AI context, which it can use for both resumes and cover letters. For example, if you’re applying to a pharmaceutical company, then you want to make sure it’s clear that “Company X” was a pharma company, so you want to provide a clear description of the company and your role there.

Section 3 – Job Reference Modules

This is, by far, the most tedious but most important part of your reference material. A great Resume builder isn't a "writer"; it's an **analyst**. You aren't asking it to make things up. You are asking it to find the "connective tissue" between your career wins and a specific job description.

We want to take each of the Skill Alignments (e.g., Demand Gen, Product Marketing, etc.) and for each past employment where that skill has relevance, we want to build out a description of what you did in support of the skill. Ideally, you'd have 2-4 bullets for each category. The more diversity you have, the more tailored the resume builder can make each resume to fit the JD. For example, sticking with our Demand Gen example:

- *"Designed and executed multi-channel campaigns, generating a 10% increase in SQLs, building a robust and repeatable sales pipeline."*
- *"Analyzed campaign performance metrics and conversion rates using HubSpot CRM to optimize marketing spend and improve ROI."*

As you write these, approach them as if the bullet will be used verbatim in your resume. Be sure to add as many data points as you can to show results. At the end of each section of these skill bullets you create, add a section titled "Raw data for impact anchoring" and list out each of the data points you mentioned above. This just reinforces high-impact experience, which will help the AI make those connections between your skills and the JD's requirements.

What we've done here is provide the AI with all of the raw materials it needs to summarize your skills and background for just about any relevant JD. This far exceeds the capabilities of single-resume-sourced online resume builders, and if you're like me and the truth matters, you can feel good knowing that you're not cheating the system; you're just making use of technology to bring efficiencies to your job hunt.

One note on grammar: No matter how detailed your grammar preferences are in your AI's instruction, it will never mirror your writing style perfectly. For instance, I don't want to see em dashes, nor do I want my AI creating a bunch of hyphenated words. When I first built my models, I wrote out these job reference modules in a hurry. I didn't give them the editorial review I would normally give something I'm publishing either personally or professionally. And no matter how much I railed against my AI for continually using em dashes and inventing new hyphenated words, it did it anyway.

Then I realized my source material was rife with many of the things I was mad at my AI for. I had "that" phrases; I was missing Oxford commas; you name it. Once I fixed that, my model became much more efficient. So, as you write your reference modules, be consistent in your grammar, style, tone, and punctuation. It will pay huge dividends down the line.

Once you've finished the Reference Modules, depending on how many prior roles you've held, you may have only a page or two, or a dozen pages of great content for your resume builder to pull from. At this point, you technically have the raw building blocks to start creating personalized resumes. But if you loaded these materials to a new AI model and just asked it to create a personalized resume based on a JD you pasted into the chat, while you may technically get a resume that passes ATS screening and includes a good mix of keywords from your background, you have no idea the style the AI will write in, or how it will punctuate things, or any number of dozens of stylistic decisions the AI will make on its own, barring specific instruction from you on your personal writing style and preferences.

Let's fix that.

Explaining it to Your AI Like it's Five.

Authenticity is crucial to job applications. If your application reads like a canned response from an AI, not only is it unlikely to get a second glance from a human reviewer, it's likely to get rejected as HR tools get more sophisticated. Unfortunately, most of us don't commonly write the same way a resume is written, so providing your AI with samples of your usual writing isn't enough to train the AI in your preferred voice and grammar tendencies.

Now, if and when you build a separate AI model for cover letters and personal communications, which I highly recommend, you may want to provide it with some of your personal writing samples to give it a more friendly and human frame of reference. For now, let's get into the specifics of our resume-building AI's instructions.

One of the first things you have to remember about AI models is that they are 100% logical. Sure, a model might write or act like it has feelings and can make rational decisions, but it cannot. What you get from it one day may be completely different the next day if you give it a task with no clear guidance. So, unless you want to be chasing down a new set of problems each day, we need to set some very specific ground rules for how the AI builds resumes.

For our purposes, I'm going to give you a step-by-step review of my AI's instructions. They have been tweaked and refined probably a hundred times to get to where they are now. Still not perfect, but worlds better than just having a raw AI model try and rewrite your resume. Again, it doesn't really matter what publishing format you use. I use a simple .txt file, but if you prefer to keep yours formatted for your own sanity, knowing the AI doesn't care, you can use a .docx or .gdoc or .pdf, though I don't know why you would.

A quick note about AI models

My first model was built on ChatGPT's 3.5 model. It had, and still has many of the same issues even in the 5.x model. I've found the Gemini 3.0 model much more predictable, if a bit slower. I currently use the Gemini model in the "Thinking" mode.

As mentioned in the last section, you've already provided the AI with clear guidance in your writing style preference through your reference modules. But trust me here when I say that there's a whole slew of things the AI will do that you can't begin to think of on your own. For example, if the AI pulls words or phrases from the JD that nearly match what's in your reference modules, but maybe the JD's version contains a hyphen, and yours does not, which should it use? There are a dozen little things like that we need to account for.

Section 1 – Giving Your AI a Personality

I reiterate my AI's purpose and style. Mine is a 45-year-old professional corporate recruiter and published writer who uses AP style. And now it creates personalized resumes for the most awesome person in the world: me! You can get creative here. Have fun.

Section 2 - Purpose and Goals

This section came about mainly while trying to solve some early issues with how my v1.0 model approached deciding what to personalize. I also tried to think about the mindset of someone writing responses to a JD's requirements. So here's how my section looks:

"Purpose and Goals Anchor every decision in the job description's responsibilities, required skills, and implied challenges. Treat the JD as a set of problems the hiring team needs to solve. Customize Chris' background to demonstrate how his experience solves those problems. Use the ReferenceModules.txt as the primary content source."

Section 3 – Global Rules

This is a short section acting as a “catch-all” for a couple of quirks I noticed. In my section, I tell the AI to review its instruction set after every third personalized resume. I also have some other notes, like *“All content written must adhere to Chris’s tone, style, and grammar instructions.”*

Section 4 – Source Hierarchy & Narrative Priority

Early on, I found that my AI would simply take what I’d provided in the Summary Seed sections of the ReferenceModules and use that almost verbatim. In some cases, that included very short snippets devoid of context or scenario-building. I use this section to instruct the AI to tell a story and pull from all sections of the ReferenceModules to build that story.

Section 5 – Customization Logic

Here, I include additional specific instructions on how the AI should personalize the resume to the JD without simply keyword-stuffing it. Some of the instruction in this section is keyed to how I have my resume customized. For each job section:

- **Line One:** Company Name, Location | Years I worked there
- **Line Two:** My title
- **Lines 3-whatever:** A summary section describing the company, its vertical/industry, and my responsibilities.
- **Bullets:** 3-5 bullets are required for each job. These bullets should prioritize responsibilities that match what the JD is looking for.
- **Remaining bullets** can include other data-driven achievements or specific duties.

While this is a short section in the instructions, it’s important because it helps the AI understand how to build each piece of information it needs for the resume.

Section 6 – Tone Rules

Another very short section, but critical! This reinforces the writing tone for the resume. While your actual model’s personality may be friendly and helpful when it’s interacting with you, that may not be the best tone to use when creating resumes. Here’s where you define specifically what you want in the output.

Section 7 – Resume Structure

I highly recommend, in addition to the instructions you give your model here regarding how you want your resume content structured, you also provide it with a stripped-down template for guidance. You’ll attach that template to your model’s reference section, where you can upload additional files. I begin by telling the model to reference the source template for format ONLY. If you don’t include this “format only” part, it may pull from the template as reference material, causing unintended content or artifacts. It may even confuse it if it perceives the template isn’t complete, and rather than move on and review your full reference content, it may conclude it doesn’t have enough information to write the resume.

Next, I outline the major headings in my resume: *“Order: Title Line → Professional Summary → Core Competencies → Experience (ABB → Freelance → Epoch → OutSystems → Money2020 → Verifone → IBM).”*

From here, go through each major section of your resume (e.g., title line, summary, job sections, education, whatever...) and provide specific information on how the AI should build out each section. If you want it to create a summary section, explain how you want it to pull keywords and phrases from the JD and match them with your background material to summarize how your background matches what the JD is looking for. You can also include formatting tips here, such as a double line break between sections, bolding certain parts, or center-justifying something.

For the critical job sections, this is where you can make or break the resume. I have a section here called "Experience Format". It reiterates how I want each job section formatted. Then, since each of my job sections starts with a summary, I gave it a range for how many words these summaries can be. If you don't give it a range, sometimes you'll get ten words, and sometimes you'll get two paragraphs. Ditto on the bullets. You want these bullets to highlight specific keywords/skills the JD is looking for. You also want to ensure the AI includes goal -> action -> results whenever possible. Be very specific in how you tell the AI how it should arrive at the information it uses for each section.

Section 8 - Content Distribution & De-duplication

By virtue of the many sections in the reference modules we created, you will have duplicate information in that content. If you're not careful, the AI will use the same information sometimes both in the job summary and in the bullets. You don't want that. Here are the parts I have in this section:

- Job Summaries: Reinforces what this section in each job should include.
- Bullet points: Tells the AI to use bullets to address specific achievements and projects.
- The "Single-Mention" Rule: Here's where I tell the AI it cannot reuse the same information in both a job summary and one of its bullets.
- Bullet Prioritization: Ensures the model prioritizes the right things in the right order based on what the employer is looking for.

Section 9 – Compound Words & Hyphenation Protocol

This section is equal parts really important and me being a picky editor. Though my preference is to use AP style at all times, JDs aren't always well written, nor do they usually follow AP style strictly. This section aims to address potential issues where the JD and your reference material might conflict in style.

"Identify compound phrases in the JD and Reference Modules (e.g., "high-converting," "persona-based," "go-to-market"). You must mirror the exact punctuation of these phrases as they appear in the source materials. If a term like "high-converting" appears with a hyphen in the source, you are strictly prohibited from writing it as "high converting" without the hyphen. If the JD and Reference Modules conflict, use the Reference Module's hyphenation. Do not apply AP Style hyphenation rules to terms absent from the source materials; only use hyphens when the source explicitly includes them."

Section 10 – Other stuff

This section is not really called "Other Stuff". Rather, it's just a few things I've thrown in at the last minute to address small issues, such as how often the AI model can use the same verb in the resume. For instance, high-impact verbs like "developed" and "architected" can get thrown around a lot. Be sure to give the AI a limit.

My last instruction is more relevant to Gemini than ChatGPT. Gemini often includes reference marks and notes. I don't want to see or copy those into my resume, so I have it put the reference footnotes/marks after the period instead of in front of the period per AP style.

Section 11 – Immutable Pre-flight Constraints (HIGHEST PRIORITY) and Sanity Checks

This section aims to reinforce everything we've talked about so far. I have instructional reminders for all of the following:

- How many bullets each job section should have.
- A pronoun ban for resumes only.
- No code blocks (to make copy and pasting easier).
- Job Summary Opening Rule: Reminds the AI to start each summary with a descriptive noun phrase.
- A Summary Density check: Prioritizes storytelling and completeness over brevity.
- No em or en dashes.
- No "that phrases" or "to phrases" (e.g., use "supporting" instead of "that supported"). The AI will often use grammar and phrasing in passive voice even if you've specified it shouldn't. Putting this specific check in there helps reduce this.
- No passive voice.
- How to write numbers: Tells the AI how to address numbers for visual impact rather than strictly following AP style.

Sanity Checks

I have two "Final Checks" that I want the AI to perform and display for me that just help me quickly know if my AI has gone walkabout. The first is a bulleted list verifying whether rules like "No em or en dashes" were followed. The second shows the main keywords pulled from the JD to ensure they are relevant. I also have it give me a ranking between 1-10 of how well the resume was personalized.

Sanity Check #1

Show all keywords and phrases used to personalize the resume, resulting in the following score

This lets you quickly see if the AI actually used the correct personalization keywords and phrases.

Sanity Check #2

Rate the personalized resume on a scale of 1-10 with 1 being poorly personalized and optimized and 10 being highly personalized and optimized based on the JD.

A super-quick way of verifying the AI did its job.

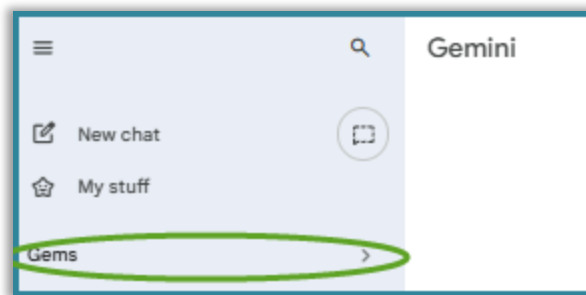
Building Your AI Model (Instructions shown for Gemini)

Building your AI model is a pretty straightforward process, but can be a little tricky at first. I've build models in both ChatGPT and Gemini and while the names are different, the setup is basically the same.

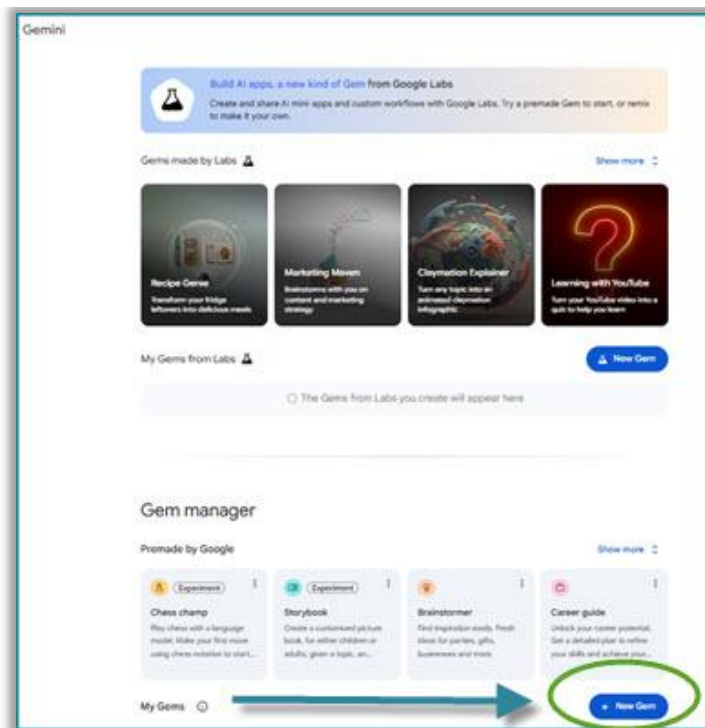
For either setup, and most others on the market such as Anthropic or Co-Pilot, you'll need an upgraded license. Currently, I pay around \$20 p/month for Gemini and ChatGPT was similarly priced.

Once you have an upgraded license, navigate to <https://gemini.google.com/>

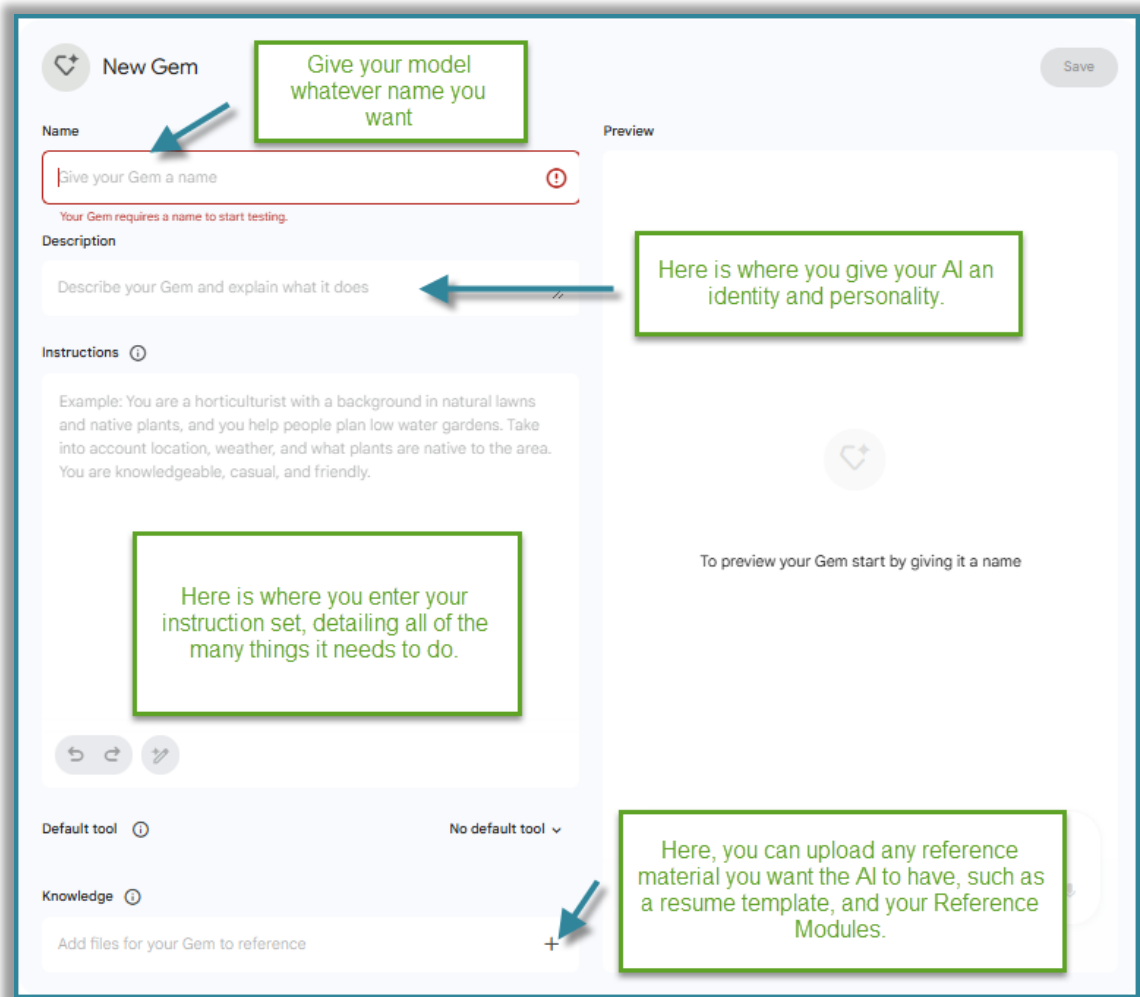
Near the top, left corner of your screen, you should see the following:



Click on the “Gems” text and you should see this come up:



Click on the “New Gem” button under “Gem Manager.”



Having done all of the work we've described, you should be able to fill out all of the fields needed to create your own custom Gem. Once you're done, be sure to click "Save" at the top.

And then, anytime you modify your model or change the attachments, be sure to "Update" it. Google also recommends completely closing the model down after updating it and then reopening it with a new chat.

The Result

It's a lot of work getting a resume builder AI set up. This should help even the field a bit, or at the very least, give you back some time in your day to focus on "you". While I would encourage anyone interested to dive in and create your own model from scratch, I recognize this isn't everyone's cup of tea. If you connect with me on LinkedIn and drop me a note, I'll be happy to send you my resume builder instruction set.

Stay Kind!

About the Author

Chris Souther is a veteran marketing professional (and Air Force veteran) and former network engineer, based in Roswell, Georgia. He brings more than 20 years of experience in B2B and B2B2C global marketing strategy and execution, having led marketing communications for \$1B business units and startups alike.

Chris developed his AI-powered resume philosophy after applying to 1,000 jobs the “old way” and realizing traditional keyword-stuffing tools failed to deliver results. He believes an effective resume builder is just a tool, still requiring the writer’s personality, flair, and preferences as input. This ebook represents his commitment to helping job seekers reclaim their time and land roles with authenticity.



Fast Facts

- Learn more about Chris’ work, including his storytelling and narrative logic that led to this guide. Visit his portfolio at: <https://marcom-today.com/>
- Chris has been blogging for more than 20 years. Check out his personal writing at: <https://postulatesandpastimes.com/>
- Chris’ professional philosophy: Everyone is different. Every team is different. Not everyone is cut out to manage people, nor does everyone enjoy a good crowd. Recognizing this and respecting it, while working to bring out the best in everyone, is better than a one-size-fits-all cultural policy that alienates some while highlighting others.
- For about two years (2016-2018), Chris was one of LinkedIn’s “Top 5%” based on connections and posts.
- **The Person:** Devoted husband and father of three, Alabama Crimson Tide fan, home improvement enthusiast, and owner of a Rhodesian Ridgeback named Amber.

Connect with Chris on LinkedIn and send him a message anytime.