

ChatGPT Prompts for an ATS-Friendly Resume

All 7 prompts from the guide, each with a filled-in example and sample output.

Sample Scenario Used Throughout

Every example below uses the same fictional job seeker so the steps connect. All names, companies, and numbers are made up.

Candidate: Priya, a Marketing Coordinator with 3 years of experience at a food brand.

Target role: Digital Marketing Manager at a SaaS company.

Sample job description (shortened)

Digital Marketing Manager – CloudNest (SaaS)
We're looking for a Digital Marketing Manager to lead paid and organic growth.
Responsibilities: Plan and run Google Ads and Meta Ads campaigns; own Search Engine Optimization (SEO) strategy; manage email marketing in HubSpot; report on KPIs using Google Analytics 4; collaborate with sales and product teams.
Requirements: 3+ years in digital marketing; experience with HubSpot, GA4, and Google Ads; strong data analysis and A/B testing skills; excellent communication. Google Ads certification preferred.

Prompt 1: Share Your Background

From: Step 6.1

Template

I'm a [current role] with [X] years of experience applying for a [target role] role. Here is my current resume. Don't rewrite anything yet. Just confirm you understand my background.

[paste resume]

Example

I'm a marketing coordinator with 3 years of experience applying for a digital marketing manager role. Here is my current resume. Don't rewrite anything yet. Just confirm you understand my background.

PRIYA NAIR
Kochi, Kerala | [PHONE] | [EMAIL]

Marketing Coordinator | BrightLeaf Foods | Jun 2023 – Present

- Handled social media accounts
- Helped with email newsletters
- Worked on Google Ads campaigns
- Made monthly reports

Marketing Intern | Spark Media | Jan 2023 – May 2023

- Wrote blog posts
- Did keyword research

What a good reply looks like

ChatGPT summarizes Priya's background in a few lines (3 years, social, email, paid ads, reporting) and waits for the next step without rewriting anything.

Prompt 2: Keyword Extraction

From: Section 7.1

Template

Act as an experienced recruiter. Read the job description below and extract the most important keywords an applicant tracking system would scan for.

Group them into:

1. Hard skills
2. Tools and software
3. Certifications or qualifications
4. Soft skills

Rank each group from most to least important based on how often and how prominently each term appears. Keep the exact wording used in the job description.

Job description:

[paste job description]

Example

Act as an experienced recruiter. Read the job description below and extract the most important keywords an applicant tracking system would scan for.

Group them into:

1. Hard skills
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4. Soft skills

Rank each group from most to least important based on how often and how prominently each term appears. Keep the exact wording used in the job description.

Job description:

Digital Marketing Manager – CloudNest (SaaS)

We're looking for a Digital Marketing Manager to lead paid and organic growth.

Responsibilities: Plan and run Google Ads and Meta Ads campaigns; own Search Engine Optimization (SEO) strategy; manage email marketing in HubSpot; report on KPIs using Google Analytics 4; collaborate with sales and product teams.

Requirements: 3+ years in digital marketing; experience with HubSpot, GA4, and Google Ads; strong data analysis and A/B testing skills; excellent communication. Google Ads certification preferred.

Sample output

1. Hard skills: Search Engine Optimization (SEO), paid campaigns, email marketing, data analysis, A/B testing, KPI reporting
2. Tools and software: Google Ads, HubSpot, Google Analytics 4 (GA4), Meta Ads

3. Certifications: Google Ads certification
4. Soft skills: collaboration, communication

Prompt 3: Professional Summary

From: Section 7.2

Template

Write 3 versions of a professional resume summary for me. Each should be 3-4 sentences and under 60 words.

My target role: [job title]
Years of experience: [number]
Top skills: [list 4-5 skills]
Biggest achievement: [one achievement with a number]

Include these keywords naturally: [paste top 5 keywords from 7.1]

Avoid clichés like "results-driven," "team player," or "passionate."
Use a confident, plain tone.

Example

Write 3 versions of a professional resume summary for me. Each should be 3-4 sentences and under 60 words.

My target role: Digital Marketing Manager
Years of experience: 3
Top skills: Google Ads, email marketing, social media strategy, GA4 reporting, A/B testing
Biggest achievement: Grew Instagram followers by 40% in six months with a weekly content calendar

Include these keywords naturally: Search Engine Optimization (SEO), Google Ads, HubSpot, Google Analytics 4, A/B testing

Avoid clichés like "results-driven," "team player," or "passionate."
Use a confident, plain tone.

Sample output (one version)

Digital marketer with 3 years of experience running Google Ads, email, and social campaigns. Skilled in HubSpot, Google Analytics 4, and A/B testing, with hands-on Search Engine Optimization (SEO) work. Grew Instagram followers by 40% in six months through a weekly content calendar. Ready to lead paid and organic growth as a Digital Marketing Manager.

Prompt 4: Achievement-Based Bullet Points

From: Section 7.3

Template

Rewrite my work experience as resume bullet points.

Rules:

- Start every bullet with a strong action verb
- Follow the format: action + task + measurable result
- Use only the facts and numbers I provide. Do not invent metrics. If a result is missing, write [ADD NUMBER] so I can fill it in.
- Write 4-6 bullets per job
- Naturally include these keywords where they truly apply: [keywords]

Job title: [title]

Company: [company]

Dates: [start - end]

What I did and achieved:

[paste rough notes]

Example

Rewrite my work experience as resume bullet points.

Rules:

- Start every bullet with a strong action verb
- Follow the format: action + task + measurable result
- Use only the facts and numbers I provide. Do not invent metrics. If a result is missing, write [ADD NUMBER] so I can fill it in.
- Write 4-6 bullets per job
- Naturally include these keywords where they truly apply: Google Ads, HubSpot, Google Analytics 4, A/B testing, email marketing

Job title: Marketing Coordinator

Company: BrightLeaf Foods

Dates: Jun 2023 - Present

What I did and achieved:

- ran instagram + facebook, followers up 40% in 6 months, made a weekly content calendar
- sent weekly newsletter in HubSpot to about 12,000 people, tested subject lines, open rate went from 18% to 26%
- managed google ads, monthly budget around \$3,000, cost per click went down
- built monthly reports in GA4 for the marketing head
- worked with sales team on festival season promotions

Sample output

- Grew Instagram and Facebook followers by 40% in six months by launching and managing a weekly content calendar
- Raised email open rates from 18% to 26% by running A/B testing on subject lines for a weekly HubSpot newsletter sent to 12,000 subscribers
- Managed a \$3,000 monthly Google Ads budget, reducing cost per click by [ADD NUMBER]%
- Built monthly performance reports in Google Analytics 4 to guide budget and channel decisions for the marketing head
- Partnered with the sales team on festival-season promotions, driving [ADD NUMBER] in seasonal sales

Note: Priya didn't give a figure for cost per click or festival sales, so ChatGPT flags those gaps with [ADD NUMBER] instead of guessing.

Prompt 5: Skills Section

From: Section 7.4

Template

Based on the job description keywords and my background below, create a skills

section for my resume.

- List only skills I actually have, based on my experience
- Include 8-15 skills
- Prioritize hard skills and tools over soft skills
- Use the exact terms from the job description
- Format as a simple comma-separated list, no tables or icons

My background: [paste resume or summary]

Job keywords: [paste list from 7.1]

Example

Based on the job description keywords and my background below, create a skills section for my resume.

- List only skills I actually have, based on my experience
- Include 8-15 skills
- Prioritize hard skills and tools over soft skills
- Use the exact terms from the job description
- Format as a simple comma-separated list, no tables or icons

My background: Marketing Coordinator, 3 years. Social media, weekly HubSpot newsletter with subject-line testing, Google Ads budget management, monthly GA4 reports, blog writing and keyword research during internship.

Job keywords: Search Engine Optimization (SEO), paid campaigns, email marketing, data analysis, A/B testing, KPI reporting, Google Ads, HubSpot, Google Analytics 4 (GA4), Meta Ads, Google Ads certification, collaboration, communication

Sample output

SKILLS

Google Ads, Meta Ads, HubSpot, Google Analytics 4 (GA4), email marketing, A/B testing, KPI reporting, data analysis, Search Engine Optimization (SEO), keyword research, content calendar planning, social media marketing

Note: "Google Ads certification" is left out because Priya doesn't have it.

Prompt 6: Tailor Your Resume to a Job

From: Section 7.5

Template

Here is my current resume and a new job description. Tailor my resume to this specific job.

1. Reorder my bullet points so the most relevant ones come first
2. Adjust wording to match the job's language, but only where it's accurate
3. Suggest which bullets to cut if they aren't relevant
4. Update my summary for this role
5. List any important job requirements my resume doesn't address, so I can decide whether to add them honestly

Do not add experience I don't have.

My resume:

[paste resume]

Job description:
[paste job description]

Example

Here is my current resume and a new job description. Tailor my resume to this specific job.

1. Reorder my bullet points so the most relevant ones come first
2. Adjust wording to match the job's language, but only where it's accurate
3. Suggest which bullets to cut if they aren't relevant
4. Update my summary for this role
5. List any important job requirements my resume doesn't address, so I can decide whether to add them honestly

Do not add experience I don't have.

My resume:
[Priya's updated resume with the new summary, bullets, and skills from Prompts 3-5]

Job description:
Performance Marketing Manager – UrbanCart (E-commerce)
Own paid acquisition across Google Ads and Meta Ads. Manage budgets of \$20,000+ per month. Optimize ROAS and CPA. Run A/B testing on landing pages. Experience with Shopify and Looker Studio preferred.

Sample output (gap list from point 5)

Requirements your resume doesn't clearly address:

- Managing budgets of \$20,000+/month (your resume shows \$3,000/month)
- ROAS and CPA optimization (no metrics given)
- Landing page A/B testing (you list email subject-line testing only)
- Shopify and Looker Studio (not mentioned)

If you have real experience with any of these, add it with specifics.

Prompt 7: Check ATS Readiness

From: Section 7.6

Template

Review my resume as if you were an ATS and a recruiter.

Check for:

- Formatting that could cause parsing problems (tables, columns, headers/footers, graphics, unusual symbols)
- Non-standard section headings
- Missing keywords from the job description
- Weak or vague bullet points
- Spelling and grammar errors

Give me a prioritized list of fixes, most important first.

My resume:
[paste resume]

Job description:
[paste job description]

Example

Review my resume as if you were an ATS and a recruiter.

Check for:

- Formatting that could cause parsing problems (tables, columns, headers/footers, graphics, unusual symbols)
- Non-standard section headings
- Missing keywords from the job description
- Weak or vague bullet points
- Spelling and grammar errors

Give me a prioritized list of fixes, most important first.

My resume:

[Priya's final resume, attached as a .docx file or pasted as text]

Job description:

[CloudNest Digital Marketing Manager description]

Sample output

1. Your contact details are in the document header. Move them into the main body.
2. Rename "What I Bring" to "Skills."
3. Fill in the two [ADD NUMBER] placeholders or rewrite those bullets without numbers.
4. "Search Engine Optimization (SEO)" appears only in Skills. Add it to one experience bullet if it truly applies (e.g., your internship keyword research).
5. "Made monthly reports" in your internship section is vague. Say what the reports tracked and who used them.

Tips for Using These Prompts

- Run them in order, inside one ChatGPT conversation, so it remembers your details.
- Replace phone numbers and addresses with placeholders like [PHONE] before pasting.
- Never keep a number, tool, or certification ChatGPT added that you didn't give it.
- For formatting checks, upload the actual file rather than pasting text.