

# CareerSet

Intelligent Career Support Solutions

CareerSet is an AI-based online platform that enables students to optimise their CVs, cover letters, and LinkedIn profiles independently. We deliver personalised, actionable advice – instantly and 24/7.

Designed for career centres, our solutions efficiently and cost-effectively expand support to reach more students, enabling career teams to focus on personal guidance and enhance service quality.

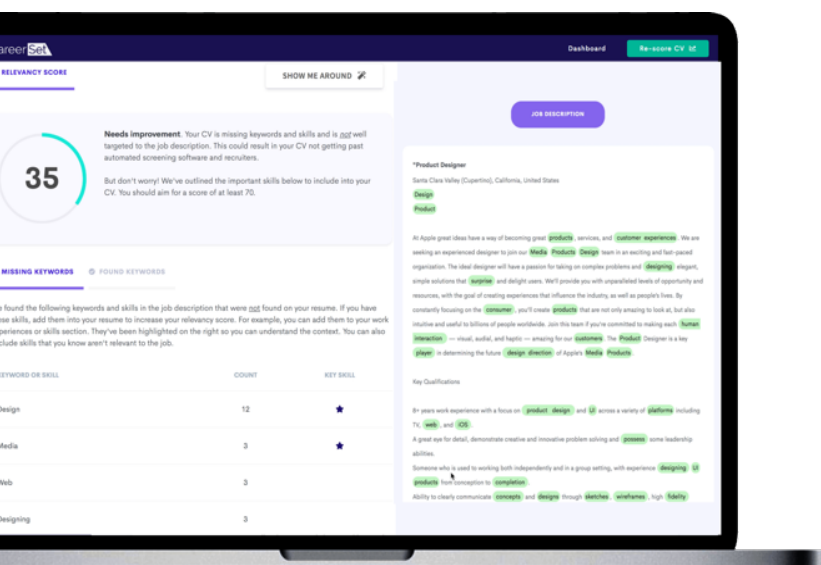
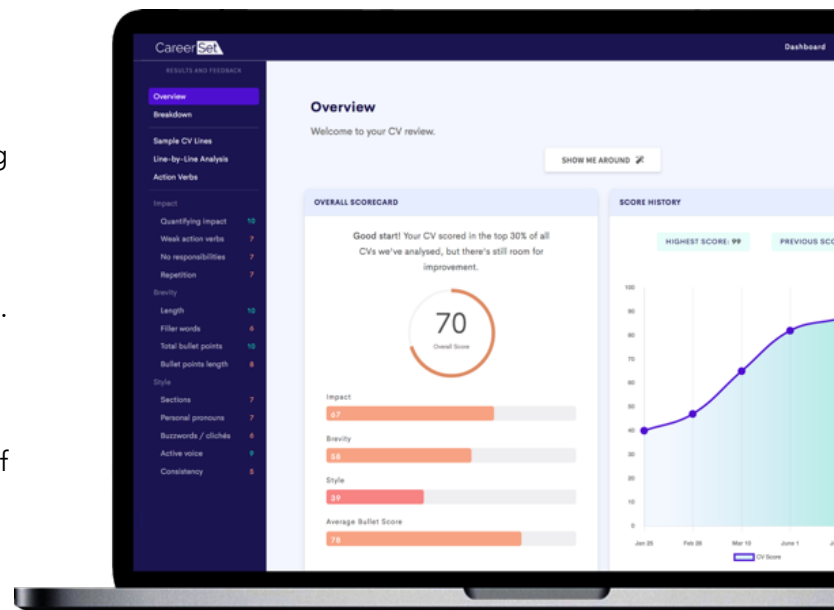
## SCORE MY CV

ACTIONABLE FEEDBACK, INSTANTLY.

Scores a CV based on key criteria that recruiters and hiring managers look for to generate personalised feedback.

- Personalised, actionable feedback.
- Line-by-line analysis to improve one line at a time.
- GPT integration for instant writing suggestions.
- Full insight into student activity and progress.

→ Harness the power of AI and experience the benefits of CareerSet's leading CV review technology.



## TARGET MY CV

CV TAILORING TO OUTSMART RECRUITMENT SYSTEMS.

Delivers a skills-gap analysis based on a submitted job description, ensuring a CV addresses employer needs.

- Highlights relevant keywords and hard/soft skills.
- Scoring based on a skills-gap analysis.
- Improves ATS rankings with increased relevancy.

→ Equip students with a powerful solution to navigate today's job market and make their CVs stand out.

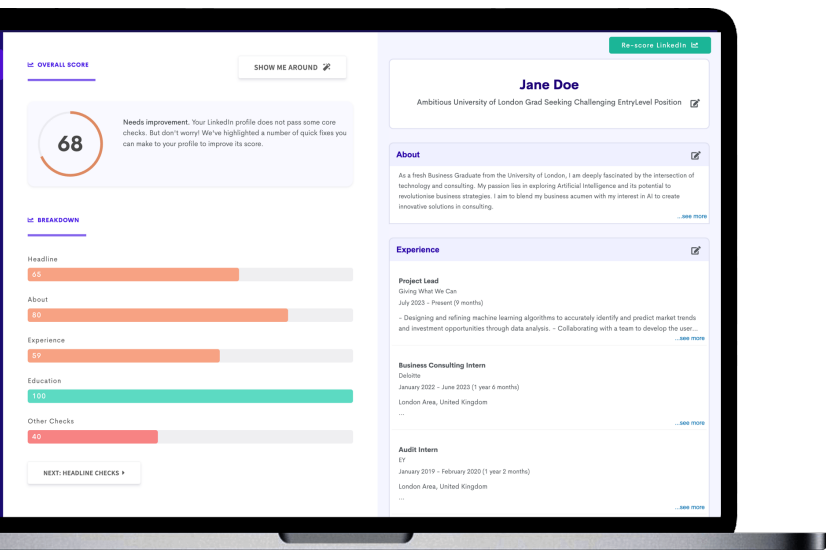
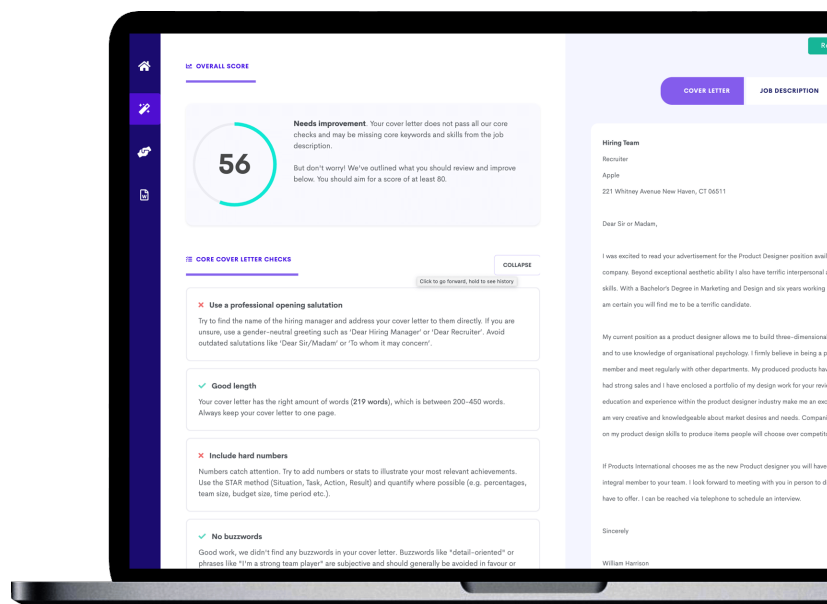
## COVER LETTER FEEDBACK

CAREER-GUIDED WRITING AID FOR STUDENTS.

Professional cover letter feedback in an instant.

- Core checks including salutations, length, word choice and spelling accuracy.
- Relevancy scoring to align keywords and skills.
- Enhanced writing with fewer mistakes and greater relevancy.

→ Empower students to create standout cover letters, showcasing their skills and boosting interview chances.



## LINKEDIN OPTIMISATION

ELEVATING ONLINE PRESENCE.

Easy LinkedIn profile optimisation, ensuring it aligns seamlessly with what employers and recruiters are looking for. From headline to experience.

- Detailed feedback to online profiles.
- Easy editing with access to profile sections.
- GPT integration for instant writing suggestions.

→ Streamline students' LinkedIn profile refinement for a professional edge online.

## PRIVACY AND SUPPORT

**Privacy:** CareerSet adheres strictly to the GDPR (Data Protection Act, 2018) and is registered with the UK's Information Commissioner's Office (ICO). We limit the data we process to what is strictly essential, do not monetise data, and never share it with unauthorised third parties.

**Support:** We take care of all platform-related student support. We do so via a help centre, access support, and email support (during working hours). We schedule regular reviews with Career Centre partners to ensure satisfaction.

## CAREER CENTRE TOOLS

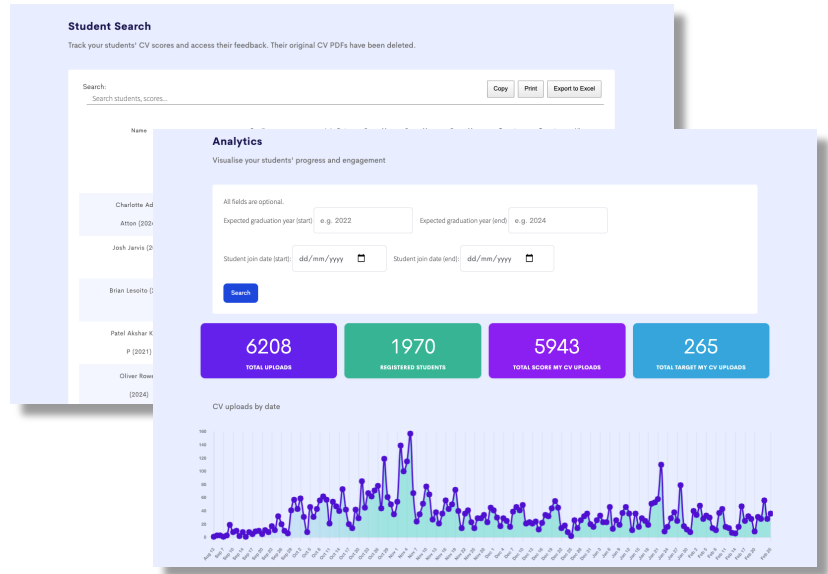
Keep track of students' progress, and use gained insights to address specific student needs.

### Student Search:

Easily search for students by name or email to review scores and feedback. This function allows for a deeper understanding of each student's unique strengths and areas for improvement.

### Analytics:

Interpret student engagement with CareerSet through intuitive analytics, providing a clear picture of their interactions.

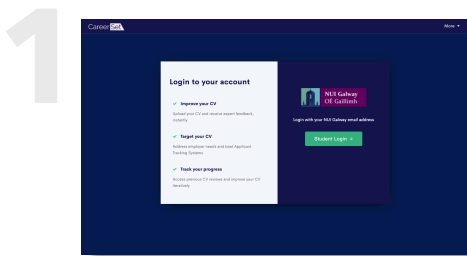


## GETTING STARTED

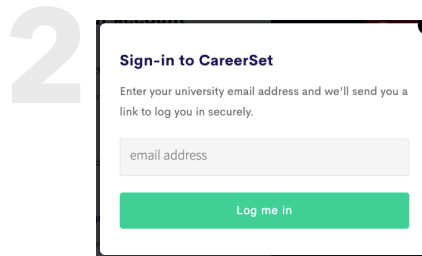
**Implementation:** No resources are required from an institution to go live with CareerSet – neither from the Career Centre nor from the IT team. We have the capacity to onboard new institutions within just two weeks' notice.

**Secure Passwordless Authentication:** Students simply log in by entering their academic email address to request a unique link. Clicking this link logs them in for the duration of one session (and creates a username upon first login).

**Onboarding and customer success:** All you need to consider is how to promote your institution-specific portal to your students. We fully support you in this by sharing best practices and promotional resources, which include email templates, social media posts, and promotional videos.



We establish a custom login portal for your institution, which you can promote to your students, accessible at [careerset.com/name](https://careerset.com/name).



Academic email domains are whitelisted, enabling students to easily log in by entering their email address to receive a link.



Students accept our terms of use & privacy policy and get started by uploading their CVs, cover letters, or LinkedIn profiles.

## BENEFITS

### CAREER CENTRE BENEFITS

Extended student reach enabling all students to benefit from career support

Improved personal sessions through better-prepared students and detailed insights

Strengthened institution brand with employers and in employability rankings

### STUDENT BENEFITS

Real-time and available 24/7 accessible at their convenience

Personalised advice addressing relevant, actionable improvements

Proven employability results making sure their applications stands out

## REFERENCES

*"The CareerSet team are a pleasure to work with, our implementation went extremely smoothly, and student usage has been very encouraging. CareerSet has helped thousands of Cambridge students improve their CVs."*

- **Jenny Blakesley, Director Careers Service, University of Cambridge**

*"CareerSet was able to meet all our requirements to streamlining CV & cover letter advice. It is an important element of our virtual service, enhancing student experience and freeing up colleagues for further advice and guidance."*

- **Jane Goodfellow, Head of Careers and Employability, Cardiff University**

*"We reached almost 100,000 reviews since we launched last academic year. This speaks volumes about how robust CareerSet is, helping us to scale services and providing students with comprehensive, industry-informed advice."*

- **Matthew Howard, Deputy Head of Student Careers, University of Leeds**

*"In the first year of launching, we saw upwards of 3,000 York students use CareerSet to improve and target their CVs. Student engagement and feedback has been overwhelmingly positive."*

- **Tom Banham, Head of Careers and Placements, University of York**

*"We felt CareerSet was the most intuitive and easy-to-use solution on the market and their advice closely matches our own. The platform has helped us reach over 1,800 students in 3 months with increased flexibility."*

- **Elizabeth Darlington, Director of LSE Careers, London School of Economics**

*"Operating as a small service, CareerSet enabled us to reach a wider student audience with increased efficiency. We saw both improved CV quality and improved quality engagement between careers centre staff and students."*

- **Bridie Killoran, Head of Careers Centre, Atlantic Technological University**

## PLATFORM PRICING

	CareerSet Essentials	CareerSet Standard
<a href="#"><i>Score My CV</i></a>	√	√
<a href="#"><i>Target My CV</i></a>	-	√
<a href="#"><i>Cover Letter Feedback</i></a>	-	√
<a href="#"><i>LinkedIn Optimisation</i></a>	-	Optional add-on
<i>Free Implementation</i>	√	√
<i>Unlimited students</i>	√	√
<i>Unlimited usage</i>	√	√
<i>Custom Resources</i>	-	√
<i>Custom Scoring</i>	-	√
<i>Custom Notes</i>	-	√
<i>Graduate Access</i>	Optional add-on	√
<i>Detailed Analytics</i>	-	√
<i>Business Reviews</i>	Bi-annual	Quarterly
	<b>Price upon request</b>	<b>Price upon request</b>

## CAREERSET STANDARD BENEFITS

**Full Product Suite:** Maximise employability results with unlimited access to our full product suite, including our CV targeting solution, empowering students to attain higher rankings in recruitment systems, and cover letter feedback.

**Custom Resources:** Replace our standard student resources and CV templates with your own custom material.

**Custom Scoring:** Collaborate with us to fine-tune the CV scoring algorithms to your specific institution standards.

**Custom Notes:** Integrate custom notes throughout the platform, e.g. outlining your policy information to students.

**Graduate Access:** Extend support to your students beyond graduation. Choose between whitelisting alumni email addresses or implementing voucher authentication for personal email addresses.

**REQUEST A FREE TRIAL TODAY**