

HumanifyCV

The Ambassador Handbook

Everything a student needs to become a successful HumanifyCV Campus Ambassador — no marketing experience required.

Build your Career Memory once. Generate the perfect resume for every opportunity.

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Written for a student with zero marketing experience. Read it once end to end (about 25 minutes); chapters 1–6 also live as learning modules in your dashboard, where completing each one earns points. Keep this open during your first two weeks.

1. Product knowledge — what you're actually representing

HumanifyCV is a career workspace built around one idea: your resume should be generated from verified facts about you, and AI should never invent your experience.

The pieces, in the order a user meets them:

- Career Vault — the user's permanent memory of real experience: jobs, projects, skills, achievements, each stored as a fact that can be verified. Built once, reused forever. This is the product's soul.
- Generate from a job — paste a job description; HumanifyCV matches it against the vault, asks only about genuine gaps ("do you actually know Kubernetes, or just Docker?"), and generates a tailored resume containing nothing the user didn't confirm.
- Humanize — rewrites stiff, AI-sounding wording into natural language without changing any fact.
- ATS Check — scores the resume against a job description the way applicant tracking systems parse it.
- Proof Check, Cover Letters, Job Tracker, Profile Boost — supporting tools around the same vault.

The pitch in one breath: "It remembers your real experience and writes every resume from it — tailored to each job, and it never makes things up."

What HumanifyCV is not: a "trick the filters" tool, a fake-experience generator, or a guaranteed-job machine. If you hear yourself promising outcomes, stop — promise the process.

Know the numbers you may quote: resumes are parsed by software before humans see them; most rejections happen before a human ever reads the resume. Never quote invented statistics.

2. Resume writing fundamentals

You'll review other students' resumes. The five rules that fix 80% of them:

- Outcomes over duties. "Reduced page load 3s '800ms" beats "worked on performance". Every bullet: what changed, how you did it, how you know.
- Numbers or it didn't happen. Honest estimates are fine; invented ones are not — and defeat the product's whole premise.
- Mirror the job's language for skills genuinely held; parsers match words, not intent.
- Ruthless relevance. One page for students. The reader should find the three most impressive true things in ten seconds.
- Boring formatting wins. Standard headings, no tables/columns/graphics; ATS parsers choke on decoration.

Reviewing someone's resume: ask them to talk about what they actually did — the resume is usually weaker than the person. Your job is to move their real stories onto the page.

3. LinkedIn personal branding

Your profile is your ambassador storefront.

- **Headline:** role + proof + mission. "CS @ NIT Warangal · GDSC Lead · helping 500 students build honest resumes."
- **About:** a 5-sentence story — what you've built, what you learned, what you're doing now (this program belongs there), what you want next.
- **Featured:** pin your workshop photos and best posts.
- **Rhythm:** 1–2 posts/week, document what you did this week; comment meaningfully on 5 posts for every 1 you write. Conversations, not broadcasts, grow reach.
- **Recommendations:** ask right after every real collaboration.

4. Digital marketing basics

Everything you do maps to a funnel: attention 'interest 'action 'retention. For you: a post or workshop (attention) 'a demo or story (interest) 'your referral link (action) 'the product keeping them (not your job).

- Measure one thing per activity: a post's job is profile clicks; a workshop's job is signups-in-the-room; a reel's job is saves.
- Your referral dashboard shows the truth: clicks 'signups 'verified 'exported. Exported is your real score — it means someone got value.
- Iterate weekly: double down on whatever produced exports, drop what only produced clicks.

5. Content creation

One idea per piece. The formats that work for us, in effort order:

- Story post (15 min): what happened when you/your friend used the vault. Hook line '3 short paragraphs 'one takeaway 'disclosure + link.
- Carousel (1 h): "5 resume mistakes I saw reviewing 20 resumes" — each slide one mistake, last slide your link.
- Reel/short 30–90 s (2 h): screen recording of one feature fixing one real problem. Talking head optional; captions mandatory.
- Workshop (half a day): the highest-trust format, and it feeds three posts afterward.

Rules that never bend: real screenshots only, your own words, disclosure on every promotional piece, no other student's data without written consent.

6. Community building

- Start with ten people who show up, not five hundred followers.
- Give people roles — a notes person, a host, a photographer. Ownership is retention.
- Rituals beat events: weekly placement-prep hour > one giant seminar.
- Partner with existing clubs; bring them value first (free workshop for their members) and co-brand.
- Build your successor from week one — a community that dies when you graduate wasn't a community.

7. Professional communication

You are talking to club presidents, placement officers, sometimes companies.

- Emails: subject that states the ask; three sentences of context; one clear request with a date; sign with your name + "HumanifyCV Campus Ambassador".
- Respond within 24h even if the answer is "checking, will revert by Friday".
- Escalate early: a problem shared with the founder at 10% is a favor; at 90% it's a crisis.
- Punctuality at your own events is non-negotiable; you are the brand there.

8. Startup culture

You're joining a live startup, not a finished corporation.

- Things change weekly; the dashboard you learned may gain a feature mid-cohort. That's normal — announcements carry what's new.
- Feedback is currency: founders act on specific, observed feedback ("she got stuck at the vault import because...") and can't use vague sentiment.
- Ownership is the ambassador skill: see a gap, propose the fix, do the smallest version of it, report back.
- Everything you touch here is real work experience — treat evidence docs as the portfolio pieces they will become in your own interviews.

9. Ethical promotion

- Say what's true about the product, including limits ("Devanagari names aren't supported in PDF export yet").
- Never trash competitors by name; compare philosophies, not people.
- Never pressure anyone; a demo invitation, not a hard sell.
- Your incentives are disclosed: you're an ambassador, you earn points and rewards, and you say so.
- Golden test: if the person knew everything you know — about the product and your incentives — would they still thank you? If not, don't do it.

10. Responsible AI messaging

This company's position, which you represent:

- AI assists; the human's real experience is the only source of truth. HumanifyCV structurally cannot invent experience — that's a feature, say it proudly.
- We don't market "beating AI detectors" or "fooling recruiters". We market resumes that read naturally because they're grounded in real, verified facts.
- When asked "isn't AI-written cheating?": using AI to phrase your real experience well is the same as using a spellchecker or a career counselor; inventing experience is cheating — and this product refuses to do it.
- Never claim AI outputs are perfect; encourage users to read and own every line of their resume. They sign it, not the model.