EMPOWER YOURSELF WITH AI

Ricardo Wilkins
Senior Cloud & AI Solution Engineer

Charles Stacy Harris III
Senior Software Architect

AGENDA

1. **Prompting**

2. **Real World Use Cases**

3. **Job Interviews**

4. **Strengthen Your Online Brand**

5. **Q&A**

All the same?

- Microsoft Copilot
- ChatGPT
- Grok
- Perplexity
- Google Gemini
- Claude

Microsoft Foundry Preview / biceptest1-newMF

New Foundry Home Discover Build Operate Docs

Overview

Models

Tools

Solution templates

← **Compare models**   + Add model

gpt-5 (v: 2025-08-07) ▼   ✕   gpt-4o (v: 2024-11-20) ▼   ✕   grok-4 (v: 1) ▼   ✕

Deploy   View details   Deploy ▼   View details   Deploy   View details

| Benchmarks		Benchmarks		Benchmarks	
Quality	0.91	Quality	0.75	Quality	🏆 0.91
Safety	🏆 1.09	Safety	7.33	Safety	23.59
Estimated cost	🏆 3.69	Estimated cost	4.38	Estimated cost	6.00
Throughput	🏆 69	Throughput	65	Throughput	55
Input	text, image	Input	text, image, audio	Input	text
Output	text	Output	text	Output	text

Prompting

- **C**ontext: "I am a high school junior interested in engineering..."
- **I**ntent: "...I need to understand how a clutch works..."
- **F**ormat: "...Explain it to me in three simple bullet points using an analogy."

- *Bad:* "Write my essay."
- *Good:* "Brainstorm 3 unique angles for an essay about the impact of social media on teen sleep patterns."

- **FOLLOW-UP CONVO & REVERSE ENGINEERING**

- "elaborate on that…"
- "I don't get…" "I still don't get it…"
- "show me your sources…"
- "are you sure? I heard differently…"
- "I don't see what you're describing. This is what I see…" (screenshot/photo)

Real World Use Cases
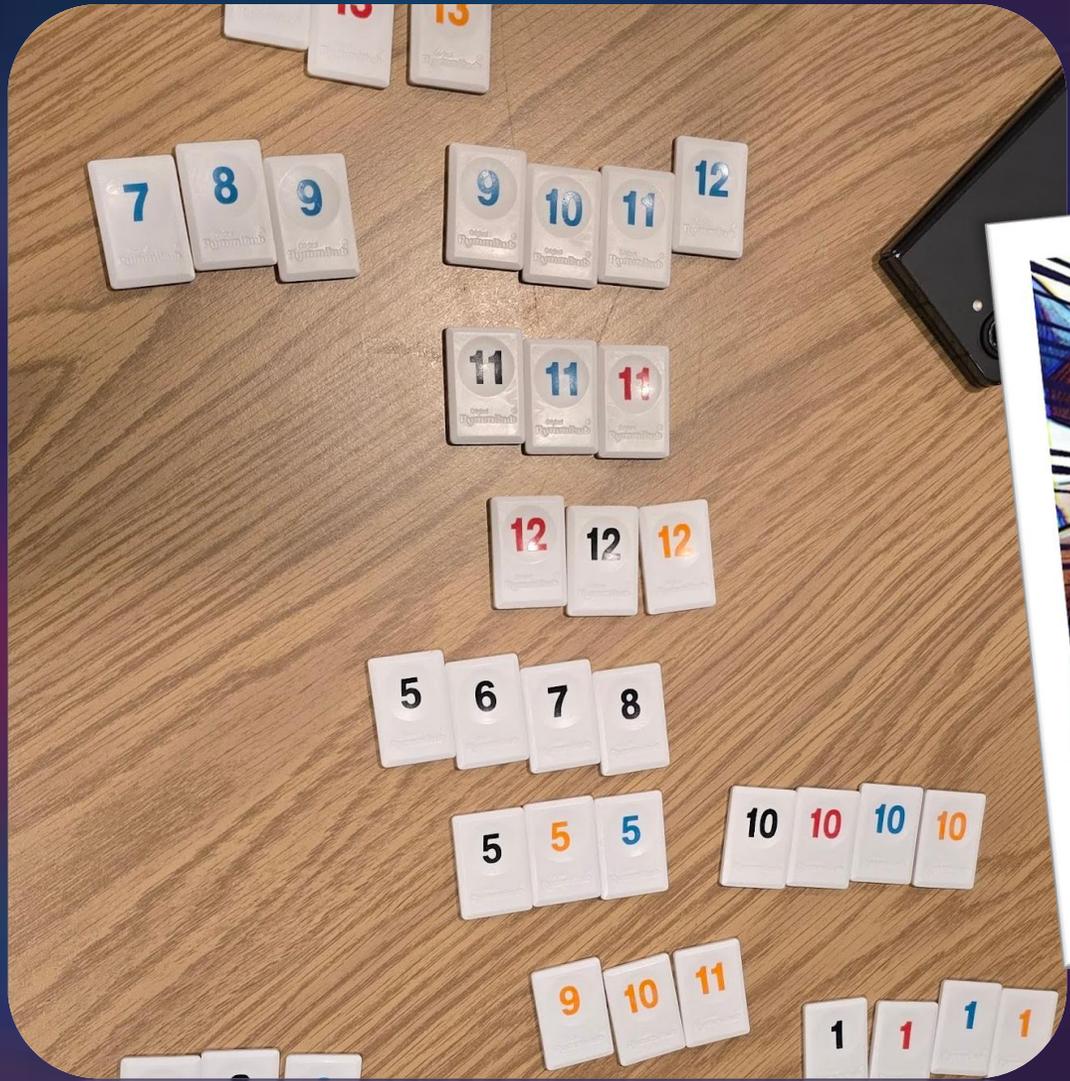
RICARDO WILKINS

Microsoft Senior Technical Specialist – Copilot, Modern Work

(▒▒▒▒▒▒)6 | Columbus, OH | ricardowilkins.me)

Professional Experience

Sales | Support | Adoption & Change Management (Dec 2017 to Present)

- **Sr Technical Specialist; Copilot** – Microsoft (1 yr)
  - Promoted to L64
  - Gaming, Professional Services accounts including ManpowerGroup and Nintendo
  - Key driver for org-wide Copilot sales across multiple accounting firm customers
  - CxO-level engagement across industries
  - July 2025 company-wde layoff

- **Sr Customer Success Account Manager** – Microsoft (3 yrs) – Public Sector; State of Ohio
  - Consistent account revenue growth YoY
  - Received "Top Mark", Account Team Quality Satisfaction

- **Sr Customer Success Manager, MW** – Microsoft (3.5 yrs) – Public Sector; State of Ohio
  - State & Local Government accounts
  - Deep relationship with key customer contacts.
  - 6X Teams MAU increase in FY20; 10K OneDrive MAU increase in FY18
  - Provided support outside of MW to ATU and STU in Azure & Dynamics

Consultant | Architect - Partner Firms
(Mar 2010 to Dec 2017)

  - Architect, Microsoft Solutions Division
  - SharePoint Solution Architect; Principal Consultant; Practice Lead
  - Facilitator, Microsoft Customer Immersion Experience
  - Microsoft Virtual Technology Specialist
  - Customers across **all industries & government; public sector**

Software Developer | Design Lead
(June 1999 – Mar 2010)

Software Developer - **Ohio Attorney General's Office**
- Team Lead - .NET software development
- Implementer; Admin; DevOps – SharePoint 2007; TFS 2005
- Assisted in platform buy decisions, planning & governance

Software Developer - **Battelle Institute**
- Developed touch-screen C# devices; low-level embedded robotic motion control software; Java UI's

Noteworthy

- **2x Living Our Culture nominations (MSFT)**
- **3x recipient, Copilot Champ Enablement**
- **Hero Award; Tech Intensity (2019, MSFT)**
- **Worked with 70+ orgs in my ongoing career**
- **Published technical writer and speaker**

Career Highlights

- **Box Compete – State of OH**
  Convinced Ohio's largest agency to use OneDrive instead of Box

- **Teams; State of Ohio (Zoom Compete)**
  45K+ users actively on MS Teams

- **CTO; Dotcom Startup**
  Co-founded a business networking e-commerce website with some partners; served as CTO

Technical Skills

- MS Teams (Certified)
- Fundamentals Certified (M365, Power Platform, Azure, SC&I)
- SharePoint (Certified)
- Scrum Master (Certified)
- Prosci Change Management (Certified)
- Customer Immersion Facilitator (Certified)
- Microsoft Certified Trainer
- Link: Certs/Badges

LAUREN CHEN

Phone: (123) 456-7890
Email: lauren.chen@mail.com
Address: 47 W 13th St, New York, NY 10011

SUMMARY

Digital Marketing Specialist with 4+ years of experience in online marketing, branding, and business strategy across music, media, and entertainment industries. Skilled in evaluating financial needs and implementing multi-pronged digital strategies that increase revenue and drive brand growth.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist, New York, NY
TRIANGLE MUSIC GROUP, August 2020–Present

- Manage digital sales and streaming accounts to improve brand positioning and growth
- Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams
- Collaborate with internal departments to execute national advertising campaigns, plan global digital distribution, and re-deploy a 1M+ consumer sales and marketing database

Digital Marketing Associate, New York, NY
MOMO SOFTWARE, August 2020–Present

- Worked with management to develop and apply digital marketing plans with a focus on driving acquisition and conversion
- Devised and implemented robust digital acquisition plans, ensuring precision in financial reporting, budgets, and forecasts
- Increased conversions by 15% from paid sources (PPC, Grant, Display, and VOD)

EDUCATION

Bachelor of Arts, Communications, New York, NY
New York University, Expected Graduation March 2022
Honors: cum laude (GPA: 3.6/4.0)

SKILLS

- Digital Data Analytics/Marketing
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office

Job Interviews

Mock Interview

"**Act as a rough and critical Hiring Manager for a [Insert Job Title] role.**
Your Goal: Conduct a realistic mock interview with me. **The Context:** I am applying for a position at [Insert Company Name or Industry].
Here are the rules for this interaction:
1. **Ask only ONE question at a time.** Do not list multiple questions.
2. **Wait for my response.** Do not generate the candidate's response yourself.
3. **After I answer:**
   1. Rate my answer on a scale of 1-5 (5 being hired immediately).
   2. Provide specific feedback on what was missing (e.g., lack of metrics, vague examples, poor structure).
   3. Provide a "Model Answer" that would have earned a 5/5.
4. **Then, ask the next question.**
To start: Ask me the first question, which should be "Tell me about yourself."

Research

Act as a Corporate Strategist and Interview Coach.
Task: Create a "Candidate Executive Briefing" for me regarding [Insert Company Name]. **My Target Role**: [Insert Job Title]
Please browse the web and compile the following report:
1. The "State of the Union":
•What are the company's top 3 strategic priorities for this year?
•What are the 2 biggest challenges or risks they are currently facing (check recent news, earnings calls, or press releases)?
•Who are their main competitors, and how does this company differentiate itself?
2. Cultural Analysis:
•Based on employee reviews (Glassdoor, Reddit, Blind) and their core values, how would you describe the *actual* work culture?
•What specific "soft skills" or leadership principles do they seem to value most?
3. The Role Connection:
•Based on the challenges identified above, how does a [Insert Job Title] directly contribute to solving them? (Connect the dots between the job and the company's revenue/goals).
4. Recent News:
•List 2 recent specific news events (product launches, mergers, leadership changes) I can casually mention to show I've done my homework.

Strengthen Your Online Brand

Research

- Bios
  - "I mowed lawns"

  - "I managed scheduling and customer service for a local landscaping client base."

- Post/content creation

- Show that you leverage AI in whatever you do

Your Profile Pic

A professional, high-resolution, profile photo, maintaining the exact facial structure, identity, and key features of the person in the input image. The subject is framed from the chest up, with ample headroom and negative space above their head, ensuring the top of their head is not cropped. The person looks directly at the camera, and the subject's body is also directly facing the camera. They are styled for a professional photo studio shoot, wearing a smart casual blazer. The background is a solid '#141414' neutral studio. Shot from a high angle with bright and airy soft, diffused studio lighting, gently illuminating the face and creating a subtle catchlight in the eyes, conveying a sense of clarity. Captured on an 85mm f/1.8 lens with a shallow depth of field, exquisite focus on the eyes, and beautiful, soft bokeh. Observe crisp detail on the fabric texture of the blazer, individual strands of hair, and natural, realistic skin texture. The atmosphere exudes confidence, professionalism, and approachability. Clean and bright cinematic color grading with subtle warmth and balanced tones, ensuring a polished and contemporary feel.