

Turn AI demand into your next offer.

28 PAGES

The AI roles that are hiring, what they pay, and the exact path from certification to signed offer — capstone, job support, and a résumé and LinkedIn toolkit. Plus the full syllabus, exam blueprint and Learn-by-Doing list.

01 AI roles & salary benchmarks**02 Capstone + job-support details****03 Résumé & LinkedIn toolkit overview****04 Full syllabus****05 Exam blueprint & weightings****06 Complete Learn-by-Doing list**

Issued by the Global Skill Development Council — companion to the GSDC AI certification program. Market figures are benchmarks, not guarantees.

ORIENTATION

How to use this guide

This guide is built around one outcome: the offer. It maps the roles that are hiring, the skills they screen for, and the job-search assets — capstone, résumé, LinkedIn, interview prep — that move you from applicant to hire. Work it in order.

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A note on the figures. Demand and salary numbers are market benchmarks from public 2025–2026 sources, shown as ranges. They describe the market — they are not a promise of a particular job or pay.

SECTION A

The AI Hiring Landscape

Demand for AI talent is not a forecast — it is already here, and it is the steepest in the labour market.

#1

AI Engineer: fastest-growing US job title, 2026

+143%

Year-over-year growth in AI Engineer postings

1.3M

New AI-related roles added in three years
(LinkedIn)

170M

New roles projected globally by 2030 (WEF)

Sources: LinkedIn 2026 Jobs on the Rise; LinkedIn Economic Graph; World Economic Forum Future of Jobs. Over 49,000 open US AI/ML postings reported (SQ Magazine, 2026).

The gap is your opportunity. Over 90% of enterprises expect critical skills shortages, yet only a third of leaders feel staff are ready. A validated, demonstrable skill set is exactly what they are short of.

SECTION A

Why Certified Candidates Stand Out

In a flooded applicant pool, the screen is brutal. Three things get you through it.

A validated signal

1

A recognized credential helps your application clear the first automated and human screens.

Demonstrable evidence

2

A capstone and portfolio prove you can do the work, not just talk about it.

The right keywords

3

A skills-aligned résumé and profile get past applicant tracking systems (ATS).

Context: 1 in 10 postings now explicitly require AI skills, triple the 2023 rate (Gallup); the AI-skill wage premium reached 56% in 2025 (PwC).

Skill plus proof plus signal. No single piece wins alone. The combination — credential, portfolio and a sharp profile — is what converts demand into an offer.

RELATED CERTIFICATION

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The credential behind every role in this guide

Validate the skills these AI jobs ask for — enrollment is open at half price.

[Explore the Program >](#)

SECTION B

AI Roles & Salary Benchmarks

The AI job market has fractured into distinct roles, each with its own demand curve and pay band. These are the ones hiring hardest in 2025–2026.

Role	What they do	US base (approx.)
AI / ML Engineer	Build and deploy AI systems	\$140K–\$210K+
Data Scientist	Model and analyse data	\$120K–\$180K
Generative AI Developer	Build LLM-based applications	\$140K–\$200K+
Prompt / AI Specialist	Design and optimise AI workflows	\$90K–\$150K
AI Product Manager	Own AI product direction	\$130K–\$200K
MLOps Engineer	Run AI in production	\$140K–\$200K

Bands compiled from LinkedIn, Indeed, Ravelry and SQ Magazine (2025–2026). US base salary; total comp runs higher at large firms.

Pick a target role early. Your résumé, capstone and study focus should all point at one role. A scattered application reads as unfocused.

AI ROLES

Role — AI / ML Engineer

- DEMAND** The #1 fastest-growing US job title; postings up 143% year-over-year.
- DOES** Designs, builds and deploys AI systems in production — the broadest AI role.
- SKILLS** RAG, LLM integration, PyTorch, and shipping reliable production systems.
- ENTRY** Median prior experience for hires is around 3.7 years — reachable early-to-mid career.

AI / ML ENGINEER SNAPSHOT

US base : \$140,000 - \$210,000+
Growth : +143% YoY postings
Remote/hybrid : ~26% remote, ~27% hybrid
Top hubs : SF, New York, Dallas

Sources: LinkedIn 2026 Jobs on the Rise; HeroHunt 2026.

Accessible sooner than you think. A ~3.7-year median means this is not a senior-only role. A strong portfolio can offset a shorter tenure.

AI ROLES

Roles — Data Scientist & GenAI Developer

1

Data Scientist

Turns data into models and insight. US growth projected around 34% (much faster than average, per BLS). Core skills: statistics, ML, and communicating results. Base roughly \$120K–\$180K.

2

Generative AI Developer

Builds applications on top of LLMs — assistants, copilots, RAG systems. Among the fastest-rising specialisations. Core skills: prompting, LLM integration, evaluation. Base roughly \$140K–\$200K+.

Sources: BLS Occupational Outlook; LinkedIn 2026; Cambridge Infotech 2026. US base salary.

Two routes from the same base. Data science leans analytical; GenAI development leans applied-engineering. The certification covers the shared foundation for both.

AI ROLES

Roles — Specialist, PM & MLOps

3

Prompt / AI Specialist

Designs and optimises AI workflows and prompts. Demand surged sharply as organisations realised output quality hinges on prompt design. An accessible entry point into AI work.

4

AI Product Manager

Owns the direction of AI products — bridging users, business and technical teams. Strong fit for those moving from product, ops or domain expertise.

5

MLOps Engineer

Keeps AI reliable in production — deployment, monitoring and retraining. One of the highest-demand, highest-leverage specialisations.

Sources: HeroHunt 2026; Onward Search 2026.

Not every AI role is deeply technical. Specialist, PM and workflow roles reward domain knowledge plus AI fluency — a natural bridge for career switchers.

LIMITED-TIME OFFER

LIMITED
TIME

Meet the bar these job postings set

A globally recognized AI certification — enrollment open for a limited window.

[Claim Your Seat >](#)

AI ROLES

Where Demand Is Growing Fastest

Year-over-year growth in postings and mentions across selected AI specialisations.



Sources: LinkedIn 2026 (AI Engineer, AI/ML postings); Upwork / remote-platform data 2026 (NLP, AI video). Growth rates, not absolute volume.

Ride the steepest curve you can serve. The fastest-growing niches have the thinnest talent pools — and the warmest reception for a credentialed newcomer.

AI ROLES

Who Is Hiring

AI hiring has spread far beyond Big Tech. Demand now spans nearly every sector.

Technology & IT services

The deepest concentration of AI roles, from startups to hyperscalers.

Finance & fintech

Fraud detection, risk, analytics and customer-facing AI.

Healthcare & life sciences

Diagnostics, imaging, research and operational AI.

Retail & consumer

Personalisation, forecasting and support automation.

Consulting

Helping other firms adopt AI — a fast-growing employer of AI talent.

Public sector

Government adoption is rising, including dedicated AI leadership roles.

Sources: LinkedIn 2026; Onward Search 2026. Over 90% of business leaders are budgeting for AI tools, upskilling or enablement in 2026.

Your industry is probably hiring. You can often enter AI through the sector you already know — pairing domain expertise with a new credential.

SECTION C

The Capstone & Job Support

The capstone is the single asset that turns a credential into interviews. It is the proof a résumé line cannot give — evidence you can take an AI idea from scoped to shipped.

It is real

A genuine problem, solved end to end — not a toy exercise.

It is yours

Built around your target role and, ideally, your own industry.

It is presentable

Documented and explainable to a non-expert in minutes.

It is portable

Lives in your portfolio, résumé and LinkedIn long after the course.

The capstone is your interview ticket. Most candidates can claim AI skills. Few can show a finished, documented project. That gap is where offers are won.

CAPSTONE & SUPPORT

How the Capstone Is Built

A four-stage arc takes the capstone from idea to presentation.

1

Scope

Frame a real problem with the AI Canvas: users, data, value and risks on one page. Lock the scope so it stays finishable.

2

Build

Assemble the working pieces — prompts, automation, data prep — into a first version that solves the problem.

3

Test & clear

Evaluate the output against a rubric and run an ethics check. Fix what they surface; record your decisions.

4

Present

Tell the story: problem, approach, result, limits. Build a walkthrough a hiring manager can follow in minutes.

Scoped to finish. An ambitious capstone that never ships helps no one. A tight, complete one you can explain beats it every time.

HALF-PRICE ENROLLMENT

50% OFF

Turn demand into an offer with a recognized credential

Stand out in a crowded applicant pool with validated, demonstrable AI skills.

Get Certified >

CAPSTONE & SUPPORT

What Job Support Covers

Beyond the credential, the program is designed to support the search itself. Here is the shape of that support.

Portfolio guidance

Help shaping your capstone and artifacts into a portfolio that reads well to employers.

Résumé alignment

Mapping your new skills to the language AI job postings actually use.

LinkedIn positioning

Turning your profile into something recruiters searching for AI skills can find.

Interview readiness

Practising how to talk through your capstone and the core concepts with confidence.

Credential & badge

A shareable, verifiable badge to display across your profiles and applications.

Community

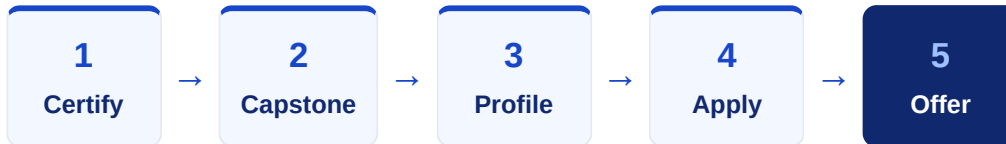
A network of fellow candidates and alumni moving toward the same goal.

Support, not a guarantee. No program can promise a job. What it can do is make you a markedly stronger candidate — and that is what this support is built for.

CAPSTONE & SUPPORT

From Certificate to Offer

The full path, in five moves.



THE CONVERSION CHAIN

CERTIFY -> validated, screenable skill
CAPSTONE -> demonstrable proof of ability
PROFILE -> resume + LinkedIn that get found
APPLY -> targeted, role-matched applications
OFFER -> interviews you can convert

Each link feeds the next. Skip a link and the chain weakens. Done in order, demand becomes interviews, and interviews become offers.

SECTION D

Résumé & LinkedIn Toolkit

A great credential still needs to be found and read. This toolkit gets your application past the software and in front of a human — then makes the human want to call.

Beat the ATS

1

Most applications are filtered by software first. The right structure and keywords get you through.

Lead with evidence

2

Your capstone and artifacts are the strongest lines on the page — put them up top.

Be findable

3

Recruiters search LinkedIn by skill. The right profile turns up in those searches.

Context: AI job seekers are advised to emphasise prompting and integration skills to get past ATS filters (remote-platform data, 2026).

Found, then read, then called. Three different jobs — the ATS, the recruiter, the hiring manager. The toolkit is built to win all three.

TOOLKIT

Résumé — What to Change

- Target one role** Tailor the résumé to a single AI role, not a generic "AI" catch-all.
- Mirror the posting** Use the exact skill terms from the job description so the ATS matches you.
- Lead with the capstone** A projects section near the top, with outcomes, beats a long history.
- Quantify results** "Cut triage time 20%" lands harder than "worked on AI."
- Name the credential** List the certification and badge where a scanner will catch it.
- Keep it clean** Simple, parseable formatting — fancy layouts break ATS parsing.

Write for two readers. The first reader is software; the second is human. Plain structure and exact keywords serve both at once.

48
HOURS
ONLY

OFFER VALID 48 HOURS

Your enrollment discount expires in 48 hours

Lock in the AI certification program before the window closes.

[Secure My Spot >](#)

TOOLKIT

Résumé — A Working Skeleton

An AI-role résumé outline you can fill in.

RESUME OUTLINE

```
HEADER    name | target role | location | links
SUMMARY   2 lines: who you are + the AI value you add
SKILLS    role-matched keywords (from the posting)
PROJECTS  capstone first: problem -> approach -> result
EXPERIENCE achievements, quantified, AI-relevant first
CREDENTIAL the certification + badge + date
EDUCATION brief
```

Projects above experience. For a career change into AI, what you have built matters more than where you have worked. Lead with the build.

TOOLKIT

LinkedIn — Be Found

Headline with the role Put your target AI role in the headline, not just your current title.

Skills section Add the AI skills recruiters search for; pin the top three.

Feature the capstone Use the Featured section to showcase your project and badge.

About, rewritten Open with the AI value you bring and the role you are targeting.

Open to work Signal availability and the specific roles you want.

Engage Comment on AI topics; visibility compounds with activity.

Context: recruiters increasingly search LinkedIn by AI skill keywords; profiles matching those terms surface first.

Your profile is a search result. Recruiters find candidates by typing skills into a search box. Your job is to be the result that comes back.

RELATED CERTIFICATION

50% OFF

Build the capstone that gets you the interview

Each artifact in this guide maps to a hands-on, assessed exercise in the program.

[Start the Labs >](#)

TOOLKIT

Interview — Convert the Call

The interview is where your capstone earns its keep. Walk in ready to tell its story.

Know your capstone cold

Be able to explain the problem, your choices, the result and the limits.

Explain, don't jargon

Clarity beats buzzwords — especially with non-technical interviewers.

Tie skills to the role

Map each thing you built to a need in the job description.

Have questions ready

Thoughtful questions about their AI work signal genuine interest.

The capstone is your script. Most AI interviews come back to one thing: "tell me about something you built." You will have a real, finished answer.

SECTION E

The Official Syllabus

The skills behind every role in this guide — module by module. Each builds toward a portfolio artifact.

Module	Focus
M1 · AI Foundations	Types of AI, key techniques and terminology.
M2 · Generative AI & Tools	LLMs, assistants and effective prompting.
M3 · Data & Evaluation	Preparing data and judging AI outputs.
M4 · Applied Projects	Scoping, building and documenting real work.

Skills the postings ask for. These modules map directly onto the skill terms in real AI job descriptions — the same terms your résumé should mirror.

SECTION E

The Official Syllabus — cont.

Module	Focus
M5 · Automation	Redesigning processes with AI in the loop.
M6 · Responsible AI	Fairness, privacy, oversight and ethics.
M7 · AI Strategy & Maturity	Value, readiness and capability assessment.
M8 · Capstone	Assembling and presenting the deliverable.

Modules map to roles

WHICH MODULES, WHICH ROLE	
ML Engineer	-> M1 M2 M3 M4 M5
GenAI Dev	-> M2 M3 M4
AI PM	-> M1 M6 M7
AI Specialist	-> M2 M4 M6

SECTION E

Syllabus — Skills & Outcomes

What each module proves you can do — the lines a hiring manager screens for.

Module	You can demonstrate...
M1–M2	Explaining AI clearly and using generative tools effectively.
M3–M4	Preparing data, evaluating outputs and shipping a project.
M5–M6	Automating a process and applying responsible-AI practices.
M7–M8	Assessing maturity and delivering a presented capstone.

Portfolio-ready. Every row is an artifact you can show and a line you can defend — the evidence that converts an application into an interview.

SECTION F

The Exam Blueprint

How the certification exam is weighted, so you study to the test instead of guessing at it.

Domain	Weight	What it tests
Foundations	15%	Types, techniques, terminology
Generative AI & Tools	25%	Prompting, assistants, fluency
Data & Evaluation	20%	Prep, quality, bias and error
Automation & Projects	20%	Process redesign, applied work
Responsible AI & Strategy	20%	Ethics, oversight, maturity

Where to spend your time. Generative AI, tools and evaluation are nearly half the exam — weight your revision there.

SECTION F

Exam Format & Preparation

Format at a glance

Item	Detail
Style	Multiple-choice and scenario questions
Basis	The eight syllabus modules, by blueprint weight
Mode	Online, remotely accessible
Result	Digital certificate and shareable badge on passing

A four-step prep plan

- ✓ Work the syllabus modules in order.
- ✓ Complete the Learn-by-Doing artifacts as you go.
- ✓ Drill the high-weight domains: generative AI, tools, evaluation.
- ✓ Sit a practice run, then close your weakest domain.

Study to the blueprint. Let the weightings, not your comfort zone, decide where your revision hours go.

LIMITED-TIME OFFER

ENDS
SOON**Your next offer is a certified move**

Validate the skills employers are paying a premium for with an industry credential.

[Get Certified >](#)

SECTION G

The Learn-by-Doing List

The certification is applied. These are the deliverables you build — the portfolio that turns demand into an offer.

1. Use-case canvas

Scope one AI opportunity on a page.

2. Tool evaluation

Compare AI tools against requirements.

3. Prompt library

Reusable, structured prompts for a workflow.

4. Automation map

A process redrawn with AI steps.

5. Data readiness check

A small dataset prepared and assessed.

6. Output evaluation

An AI result judged against a rubric.

7. Ethics review

A use case run through an ethics gate.

8. Capstone deliverable

All of it, assembled and presented.

SECTION G

Learn-by-Doing — How It Works

Each deliverable follows the same rhythm, so your portfolio compounds as you study.

Brief

A real-world scenario sets the goal and constraints.

Build

You produce the artifact using the module's skills.

Review

It is checked against a rubric mapped to the syllabus.

Refine

Feedback drives one improvement pass before sign-off.

Reuse

The artifact joins your job-search portfolio.

Relate

Each piece links to the next toward the capstone.

Evidence is what gets hired. Demand opens doors; demonstrable work walks you through them. These artifacts are that work.

SECTION H

Your 30-Day Job-Search Plan

Once certified, a focused month turns the credential into applications and interviews.

1

Week 1 — Position

Pick your target role. Rewrite your résumé and LinkedIn around it, leading with the capstone.

2

Week 2 — Package

Polish the capstone into a portfolio piece. Add the badge to every profile. Build a target-company list.

3

Week 3 — Apply

Apply to role-matched postings, tailoring keywords each time. Reach out to recruiters and your network.

4

Week 4 — Interview

Practise your capstone walkthrough. Prepare role questions. Follow up on every application and lead.

HALF-PRICE ENROLLMENT

HALF
PRICE

Pass the exam, then pass the screen

The official syllabus and blueprint — backed by the certification, now at half price.

Join the Program ›

FROM MARKET TO OFFER

Turn demand into your offer

The demand is real and rising. Here is the whole path on one page.

The market	AI Engineer is the #1 fastest-growing US job
The roles	Engineer, scientist, GenAI dev, PM, specialist
The proof	A capstone and portfolio that show ability
The profile	Résumé + LinkedIn built to be found
The credential	A recognized certificate + shareable badge
The plan	A focused 30 days from certified to applying

Market figures are US benchmarks from public 2025–2026 sources, shown as ranges. Not a guarantee of a job or pay.

**48
HOURS
LEFT**

OFFER VALID 48 HOURS

Last call: turn AI demand into your next offer

The 48-hour enrollment window is closing. Convert a hot job market into a signed offer.

Enroll Now >