



Co-funded by
the European Union



EMPOWER INCLUSIVE CASE STUDY 3



FUNDED BY THE EUROPEAN UNION. VIEWS AND OPINIONS EXPRESSED ARE HOWEVER THOSE OF THE AUTHOR(S) ONLY AND DO NOT NECESSARILY REFLECT THOSE OF THE EUROPEAN UNION OR THE EUROPEAN EDUCATION AND CULTURE EXECUTIVE AGENCY (EACEA). NEITHER THE EUROPEAN UNION NOR EACEA CAN BE HELD RESPONSIBLE FOR THEM.

CASE STUDY 3

MY JOURNEY FROM UNEMPLOYMENT TO OPPORTUNITY

For a long time, I felt stuck. I had graduated from university with a degree in economics, but no matter how many job applications I sent out, I wasn't getting any responses. Employers either wanted years of experience or technical skills I didn't have. After months of trying and failing, I started to lose confidence. I began to wonder if I had made the wrong career choice, or worse, if I wasn't good enough to succeed.

One day, a friend sent me a link to an online AI-powered career platform that helped young people gain digital skills and find jobs. I had never used AI for anything other than simple online searches, so I wasn't sure how it could help me. But at that point, I was willing to try anything.

The platform started with a skills assessment test, which analyzed my strengths and interests. It suggested that I look into data analysis, digital marketing, or UX design—fields that were growing fast and had plenty of job opportunities. I was surprised. I had never considered these careers before, but after reading the descriptions, I realized they were actually a perfect fit for me.

What made the biggest difference was that the platform didn't just recommend careers—it gave me a clear path to learn the skills I needed. It suggested free online courses and even created a personalized learning plan based on how much time I could dedicate each week. The AI also tracked my progress and adjusted my lessons based on how well I was doing. It felt like having a personal coach guiding me every step of the way. As I started gaining new skills, the AI tool also helped me build a professional online profile and suggested real job openings that matched my experience level. It even gave me interview practice, where I could record my answers and get AI-generated feedback on my tone, confidence, and clarity.

Three months later, I landed my first remote job as a junior data analyst. It wasn't just about earning a paycheck—it was about finally feeling capable and confident in my skills. Now, I'm continuing to learn, growing my career step by step. Looking back, I realize that the biggest thing holding me back wasn't my education or experience—it was not knowing where to start. AI helped me break that barrier, and now I want to share my story with others who feel stuck like I once did. There's always a way forward—you just have to find the right tools to guide you.



Co-funded by
the European Union