

Marketing toolkit

Handshake AI Skills Studio



How to use this toolkit

Find everything you need to promote the AI Skills Studio below. **Your students will gain access on September 22, so note that QR codes and links won't work until then.** Once AI Skills Studio launches, we recommend you:

- Email students about using AI Skills Studio (or adapt the provided language for an existing student newsletter)
- Reach out to faculty and leadership to ask them to help promote AI Skills Studio
- Post on social to celebrate the launch
- Display the CCTV image in high-traffic areas
- Add the one-slider to presentations you give in front of students
- Print and hand out one-pagers in your office

Have questions? Reach out to your relationship manager!

Jump to: [talking points](#) | [marketing assets](#) | [email templates](#)

Talking points

- AI skills are becoming increasingly important for your job search. Many employers already expect you to have them, even if it's not spelled out in the job posting.
 - And, AI skills go beyond just being able to ask AI a question. Being able to build with AI is a lot more powerful.
- You can start building AI skills for your career for free, right now, on Handshake. No coding background or AI experience needed. Log in and look for the AI Skills Studio tab on the lefthand side of the screen.
 - You can also go to app.joinhandshake.com/learn to access AI Skills Studio directly.
- There you'll find a variety of missions—guided experiences that teach you how to build something with AI. The missions are co-designed with companies like OpenAI, Salesforce, and Notion, so you're learning to build using the same tools those companies actually use.
- You won't just watch a video and get a certificate. You'll actually build something real, like a working agent, dashboard, or app with help from an AI coach.
- Once you finish, your project and a skill badge go straight onto your Handshake profile. Employers can see what you actually built, not just read a line on your resume.

Marketing assets

One-pager overview – [[Download here](#)]

Printable one-pager you can distribute to students to provide an overview of AI Skills Studio.

Handshake AI Skills Studio

ANYONE CAN BUILD WITH AI

Handshake's AI Skills Studio helps you build projects worth putting on your resume in under an hour. And, it's free to get started.

OpenAI Replit Notion clay

Why AI Skills Studio



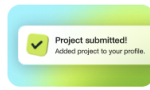
Get in-demand skills

Missions are co-designed with top companies, so the skills you learn are the ones employers are looking for.



Build something real

Each mission ends with a working project, like an agent, dashboard, or app, that you can use and show off to employers.



Stand out to employers

When you finish a mission, your project and a verified skill badge show up automatically on your Handshake profile, where employers can see them.

Each mission helps you build skills for your career

Learn core AI skills that are applicable across any career path.



Handshake AI Skills Studio

Free to get started. No experience required.

One-slider overview – [[Download here](#)]

A simple, plug-and-play slide you can drop into presentations, info sessions, or classes.

Handshake AI Skills Studio

ANYONE CAN BUILD WITH AI

Handshake AI Skills Studio helps you build projects worth putting on your resume, in under an hour.

Get in-demand skills
Missions are co-designed with Google, OpenAI, Notion, and more.

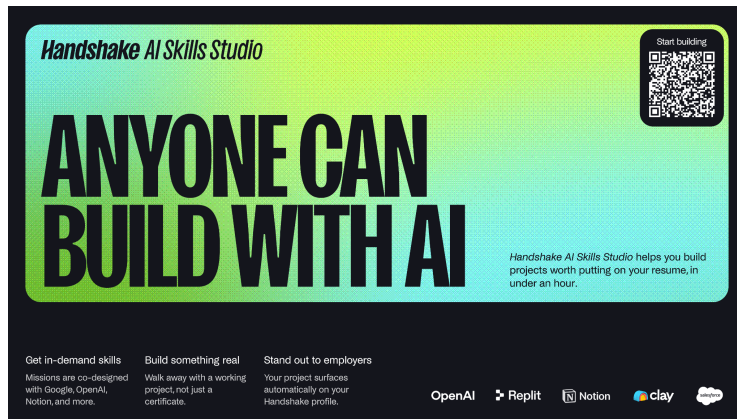
Build something real
Walk away with a working project, not just a certificate.

Stand out to employers
Your project surfaces automatically on your Handshake profile.

OpenAI Replit Notion clay

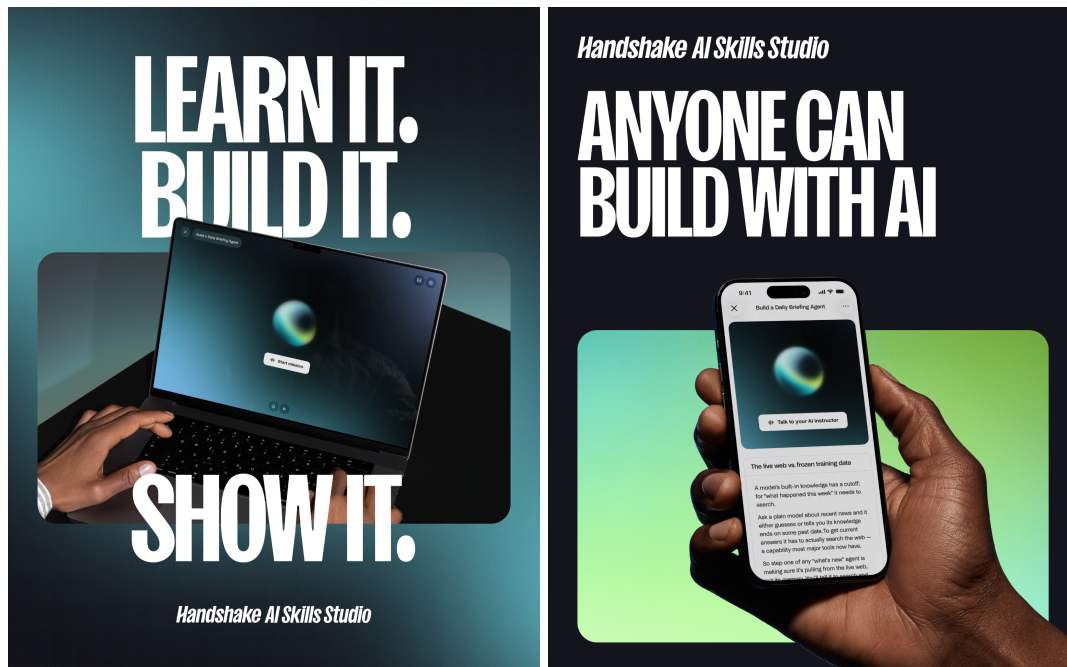
Digital signage / CCTV image – [[Download here](#)]

Static visual optimized for campus screens and internal displays.



Social media posts – [[Download here](#)]

Ready-to-use posts for Instagram and LinkedIn to promote AI Skills Studio.



Email header – [[Download here](#)]

Header image you can add to a Targeted Email when promoting AI Skills Studio.



Email templates

Student launch announcement

Subject: Build AI skills employers are hiring for on Handshake

Hi [First Name],

Employers are increasingly expecting candidates to show up with experience using AI in a professional setting. If you're not sure where to start building those skills, you're not alone.

AI Skills Studio is a free learning hub inside Handshake that helps you figure out which AI skills matter for your career, then helps you develop them through missions where you build a real, working project. No technical experience required.

[[Start building in AI Skills Studio →](#)]

Here's what you can expect:

- **Get skills employers actually want.** Missions are co-designed with companies like OpenAI, Salesforce, and Notion, so you build using the same tools they do.
- **Build something real.** Missions are guided, take less than an hour, and end with a real, working project you can use to illustrate the skills you built.
- **Stand out to recruiters.** Your project lives on your profile and gets highlighted to employers hiring on Handshake.

Go at your own pace, on your own schedule, alongside your coursework. There's no wrong place to start.

[\[Start building in AI Skills Studio →\]](#)

We're excited for you to start building. Reach out to [Career Services Team] if you have any questions along the way.

[Career Services Team / School Name]

Faculty/leadership education & advocacy

Subject: A free AI skill-building resource for students from Handshake—help us spread the word

Hi [First Name],

Many of your students may be wondering if they're prepared to land a job or internship, and that anxiety increasingly centers on AI. They're unsure what skills they should focus on building to stand out to employers. Handshake, the platform students already use at [SCHOOL NAME] to find jobs and internships, just launched a free resource to help.

Handshake's AI Skills Studio helps students develop the AI skills employers are hiring for through missions where they build a real, working project, not just watch videos. We'd love your help getting it in front of students.

[\[Share this link with your students →\]](#)

A few things that make AI Skills Studio stand out:

- **Employer-backed.** Missions are co-designed with top employers and AI labs, so the skills students build map to what hiring managers are looking for.
- **Build something real.** Missions take less than an hour and end with a real project that students can show employers.
- **Visible where hiring happens.** Finished projects and skill badges go straight to students' Handshake profiles, where recruiters can see them.

How you can help:

- Mention it in class or advising conversations, especially with students unsure where to start.
- Drop the link in your newsletter, LMS announcements, or department Slack.
- Point students toward it when they ask how to strengthen their Handshake profile.

Happy to send more detail or talk through how this fits with what you're already doing. Just let me know.

[Career Services Team / School Name]