

CAREER CENTER

The Art of the Elevator Pitch

You're at the Career Fair and need to introduce yourself to recruiters...

The interviewer has just asked you the dreaded question, "Tell me about yourself"...

You know you need to talk to people at the networking event but you never know what to say...



YOU NEED AN ELEVATOR PITCH!

HOW TO create a great elevator pitch

1 The basics: Your name, student status, area of expertise...

2 The past & present: Your past experience and what you've been up to lately

3 The Future: Your career goal

4 The company fit: Why you'd be great!

At a CAREER FAIR: "Hi, I'm Tess and I'm a junior studying Marketing. I'm interested in brand management but I just took a class in data analytics and I am really interested in how marketing and data go together. I saw that you have an internship in Marketing Analytics that sounds interesting. Can you tell me more about it?"

TELL ME ABOUT YOURSELF: "I'm a marketing major and I focused my studies on brand management and data analytics. Last summer I worked as an intern in marketing analytics where I learned a lot about analyzing data to enhance social media marketing campaigns. I feel this experience, combined with my education make me a great fit for the Social Media Marketing position here at Acme, Inc."

At an EVENT: "Hi, my name is Tess. What did you think of the keynote speaker? ... It's interesting that you should say that. I'm a marketing major at UMKC and we were just talking about that issue in my brand management class. Personally, I'm interested in how data drives marketing campaigns--it sounds like you know a lot about this. Do you work in marketing?..."