

30-Second Elevator Pitch

Imagine you are in the elevator with the President of the company for which you would love to work. You have a limited amount of time before one of you gets off the elevator. What would you say? What would you want to convey about your skills, background, education and interests? What would generate immediate attention?

Your Elevator Pitch is your introduction. The most effective pitch includes 2-3 key skills that you believe are critical to your chosen career and that set you apart from your competition. It can be used to describe yourself to people you already know, or to introduce yourself to prospective employers and contacts at networking events and career fairs.

Be sure to incorporate active language (verbs and descriptions) and emphasize your strengths and positive attributes. And, make sure you are comfortable with the words and phrases you select. The point of developing a 30-second Elevator Pitch is for you to be able to deliver it with confidence.

Here are some examples. Be sure to practice yours so it's ready to be delivered anytime!

1. In May, I will graduate from Florida Agricultural and Mechanical University with a bachelor's degree in computer science. I just completed a 3-month internship with the ABC Company where I had the opportunity to put what I learned into practice. Specifically, I worked with two software engineers to write code for a new software release. Right now, I am looking for an entry-level position in programming.

2. I am currently a sophomore at Florida Agricultural and Mechanical University studying criminal justice and psychology. Through my coursework I have developed a broad understanding of the criminal justice system. I'm a passionate advocate and skilled at finding resources. My career goal is to work with at-risk youth. I am interested in an internship in juvenile justice to further develop my skills.

3. I'm a marketing major with a minor in art at Florida Agricultural and Mechanical University. As one of the top 10 students in my class, I've tutored freshmen and sophomores in introductory marketing and communications courses. My focus is on social media and public relations. I am looking for an internship in fundraising and development at a museum or arts organization.