

Your 30-Second Commercial and Worksheet

What to Include

Academic Information



Major, classification or graduation date, minor

Relevant Experiences



Jobs, internships, leadership, volunteer, shadowing, research

Skills



Transferable, technical, laboratory, languages

Career Goals/Interests



Relate this to the employer or recruiter

Example

"Hello, my name is Camila Communicator and I am a junior at Fresno State majoring in Communication with a General Business minor. I have experience as Vice President of the Hispanic Business Student Association (HBSA), where I led several fundraising events and played a critical role in establishing a mentorship program for HBSA students and alumni. In addition to my leadership experience, I also work on campus as a Student Assistant where I get to apply my skills in communication, problem solving, and teamwork. Could you tell me more about your management trainee program?"

Paragraph of Your 30-Second Commercial

When to Use Your Commercial



Career fairs and information sessions



Networking events



In response to "Tell me about yourself" at interviews



Reaching out to new contacts