

# CAREER CENTER

## DEVELOPING YOUR 60-SECOND INTRODUCTION

You only have a few minutes to sell yourself to a prospective employer—how do you do it? **Hit them with your 60-second introduction.**

### WHAT IS IT?

Your brief introduction to an employer should advertise your skills and strengths, highlight your education as it relates to the position and be tailored to each situation. This is your opportunity to demonstrate your enthusiasm and personality. Avoid any personal information.

### WHEN SHOULD YOU USE IT?

- Job Fairs
- Networking Events
- Professional Meetings
- Informational Interviews
- Interview questions-  
“Tell me about yourself”
- Cover letters

### FOLLOW THE FORMULA

- Name
- Class (senior, junior, etc.)
- Major
- Opportunities
- Relevant experience  
(work, internship, volunteer)
- Accomplishments highlighting  
your skills and strengths
- Knowledge of company

### PUTTING IT ALL TOGETHER

Example: Hello, my name is \_\_\_\_\_.

I am a (year in school) studying \_\_\_\_\_ at Westfield State University. I'm currently working \_\_\_\_\_ hours a week.

Last semester, I completed an internship at \_\_\_\_\_ where I was able to gain experience in cost accounting, cash flow analysis, budget developing and I assisted in preparing client proposals.

My experience with \_\_\_\_\_ has further prepared me for this opportunity because \_\_\_\_\_.



### Career Center

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