

## What is an Elevator Pitch?

- An impactful way for someone to both introduce and promote themselves in a short period of time.
- An answer to the question: Tell me about yourself and why you are interested in this opportunity?

## Elevator Pitch Components

1. Name & Major/Minor/Certificate. **(Education)**
2. How did you become interested in the major? **(Story)**
3. Describe involvement and skill development outside the classroom. **(Work/Internship/Student Leadership)**
4. What do you hope to accomplish next? **(Job/Internship/Info)**
5. Make a connection to your audience. **(State your interest in opportunity or company)**
6. Closing will vary depending on the context of conversation. **(Networking event vs. Job interview)**

## Example Elevator Pitch

1. **Name & Major/Minor/Certificate (Education):** Hi, my name is \_\_\_\_\_, and I'm a Junior Business Management Major with a Human Resources Management Minor.
2. **How did you become interested in the major (Story):** I am passionate about management and have been since I was little working in my family's company helping customers.
3. **Describe involvement & skill development outside the classroom (Work/Internship/Student Leadership):** Outside of the classroom, I developed my organizational skills by being actively involved in a business fraternity. I volunteer within the community and have developed a strength in communication during my on-campus job in the student union.
4. **What do you hope to accomplish next? (Job/Internship/Info):** This summer, I'm hoping to transition into an internship opportunity that will allow me to work in a team developing new hire training for employees.
5. **Make a connection to your audience (State your interest in opportunity or company):** From my research, I think ABC Company would be an excellent place to gain the \_\_\_\_ experience that I am seeking.
6. **End with a question (For use during networking event or career fair):** I had a couple questions about the position you have posted on LinkedIn for HR Generalist Intern. Would you mind if I asked you those now?

**End with a summary statement (For use during job interview):** So that is why I was so excited to see this available opportunity with ABC Company and to submit my application for consideration.

## Elevator Pitch Examples

Hello! My name is Amanda Smith and I am currently a senior studying managerial marketing here at Kent State University. I'm focusing my job search in the communications and public relations field and recently completed a PR internship with the Cleveland Browns. One of my projects there was to analyze our social media followers and develop a strategy to engage more female consumers. I really enjoyed it and was able to present my findings to our senior marketing and PR leadership team at the end of my internship. I noticed that your company is utilizing multiple social media channels and is looking for a social media manager. Can you tell me more about this opportunity?

Hi, my name is Adam Jones and I am a junior majoring in business management. I'm very excited to see your organization here today because I've had an interest in working in the non-profit sector since I was in high school. I discovered my strong interest in non-profits through my weekly volunteering with Habitat for Humanity. My experience at Habitat has allowed me to develop teamwork and leadership skills which I know are also your organization values. I am really interested in the summer fundraising internship that is posted on your website and was hoping you could tell me a little more about it today.

Hi, I'm Anita Jobb and I'm a sophomore here at Kent State. Your organization recently spoke in my entrepreneurship class about the importance of networking and getting involved on campus. I decided to take on a leadership role in my sorority after the presentation. I am currently serving as the chapter secretary and have strengthened my organizational skills as well as my ability to form relationships across campus. I'm excited to bring these skills with me to an internship this summer. I recently completed an online application for your marketing internship and am curious what the next steps are in the application process.

## Create and Practice Your Own Elevator Pitch:

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