

ELEVATOR PITCHES & INTRODUCING YOURSELF

We've all been there: you're at a networking event, and suddenly you have to introduce yourself! Follow the tips below to craft an organized elevator pitch.

HOW TO CREATE A GREAT ELEVATOR PITCH

- **Start with the basics:** include your name, student status (like your year in school), emphasis area and interest area (if applicable)
- **Add in past and present experiences:** include information about your past work experiences or student involvement as well as what you've been up to currently.
- **Let the other person know your goals:** talk about your future goals – what are your current career targets?
- **The company fit:** if talking to a recruiter or hiring manager, add information about why you are interested in the company and their opportunities

"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?"

"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."