

## Elevator Pitch

You only get one chance to make a good first impression, and an elevator pitch can help you do that! An elevator pitch is a brief 30-60 second introduction that communicates WHO you are, WHAT you do, and WHERE you want to be. It is essential for networking, whether at career fairs, informational interviews, or everyday encounters with professionals.

### Components of an Elevator Pitch

#### 1. Introduction

- Introduce yourself—name, major/concentration, classification, career interests, etc.
- Example: "Hi, I'm Alex Smith. I am a junior marketing major at Winthrop University, and I am passionate about social media marketing and how it drives brand engagement."

#### 2. Value Proposition

- Mention your relevant experience (work, internship, volunteer work), skills, abilities, etc.
- Example: "Last semester for my digital marketing class, I developed a social media campaign for a local nonprofit that increased audience engagement by 20%. This was a fantastic experience and taught me a lot about different digital marketing tools."

#### 3. Goals

- Share what you are looking for—whether it is an opportunity, advice, or connection.
- Example: "I'm currently seeking a summer marketing internship where I can apply my skills in a dynamic team environment."

#### 4. Call to Action

- End with a request or an invitation to continue the conversation.
- Example: "I'd love to connect with you to learn more about how your company approaches digital marketing and any advice you have for someone like me starting out in the field."

**TIP:** If you can, research the company ahead of time before speaking with a recruiter (visit their website, LinkedIn page, etc.). Use this time to find something about the employer that interests or relates to you (i.e., international customer base, industry relevance, projects, etc.), and use that information to think of thoughtful questions or remarks. For companies that did not research extensively, follow your introduction with a question such as, "Could you tell me how someone with my background and could fit into your company?"



## Practice Your Pitch

Your pitch should give an immediate sense of YOU as an individual. Share relevant and compelling information about your background, while also being concise.

### Who am I?

Name, Major/Classification, etc.

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Opportunities That You Are Seeking:

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### What do I do?

Accomplishments and Relevant Experience (Work, Internship, Volunteer, Course Projects, Research, etc.):

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Relevant Knowledge, Skills, and Abilities:

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### What is my ask?

Optional closing/goal (for example, you can ask for a business card, to connect on LinkedIn, or a question to continue the conversation ("Can I speak with a recruiter after the fair to learn more about this internship program?").

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**TIP:** Your elevator pitch should be natural. You will not always get 30-60 seconds of uninterrupted talking time when speaking with a recruiter. Your elevator pitch may end up being more conversational, so develop some thoughtful questions to ask the recruiter as well. Examples:

- How long have you been with this company? What is your favorite part about working for them?
- Can you tell me a little bit about your internship program?
- What early career opportunities does your organization have for my major?
- How does your company support professional development and ongoing education?
- I saw that you announced a recent strategy change. How has that impacted the company internally?
- What advice do you have for applying for positions with your company?