“Tell me about yourself”

Brainstorm:
Know yourself, what makes you unique? List previous experience (part-time jobs, internships, volunteer) positions & academic classes/projects that are relevant to what you hope to do now. List your strongest skills, strengths/passions career-wise.

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ELEVATOR PITCH/15 SECOND PITCH/PERSONAL COMMERCIAL

Part 1: Tell who you are
Name, school you are attending, what you’re studying or where you currently work.

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Part 2: Major accomplishments/passions/unique skills
What are you good at? Your (3-4) key strengths/areas of expertise are...
(Hint: identify these from the job posting and your research on the employer)
(Tip: the key is to have a short story ready to go for each in case they ask)

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Part 3: Call to Action
What you are looking for - position
Your recent education / prior relevant work experience, etc. (60 seconds max)

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As a job seeker, you are in charge of a marketing campaign and the product is you! One key tool you will use throughout the search process is a statement in which you will clarify what you are looking for, your skills and expertise, and related experience. This is called a 30 Second Commercial, Elevator Pitch, or Personal Positioning Statement.

You can use your 30-second commercial in many phases of the job search:

- For networking at meetings, school, leisure activities.
- In phone conversations when you’re introducing yourself to potential employers.
- As the basis for the Summary section on resumes and in cover letters.
- During interviews, when you are asked “Tell me about yourself.”

Guidelines:

- Be specific – communicate a definite focus.
- Make your pitch conversational and not too heavy on content.
- Single yourself out from the crowd – let your unique skills and personality shine.
- Communicate enthusiasm and motivation.

What to include in your 30-Second Commercial:

- What are you looking for? (Describe a dream job, professional career field, fulfilling position).
- Recent education/prior relevant work experience.
- Areas of expertise/skills/accomplishments.
- Words to include that emphasize your enthusiasm.

Example:

I’m looking for an entry-level position in promotional marketing. I recently completed my marketing degree at CU-Denver. During my last year, I worked full-time at Dream-On Graphics assisting customers in planning promotional materials for their businesses. I got this position after I completed a four-month marketing internship. The owner was impressed with my creative skills and offered me a full-time job. Promotional marketing is my thing.

My strongest points are my ability to listen to customer needs and come up with unique ways of tapping into potential markets, and my access many resources I’ve developed in the past several years. At Dream-On Graphics, I came up with an idea for helping a client market his mini-golf and sports center, which included designing a marketing brochure.

One of my main career interests is marketing products related to sports. I am active in, and knowledgeable about, many sports and could use this background in implementing creative ways to market a variety of products.
Hi my name is John Smith. I am currently looking for a job in marketing or advertising. Well I’m not completely set on either; I am really looking for a job within a large company with a lot of perks like a ton of vacation time, ample sick leave, and paid holidays. I would even take a job in accounting or finance if the offer was right even though I don’t particularly like math. Concerning my experience, I did not do an internship since I work 40+ hours a week and I only had two marketing classes out of my 125 credit hours of undergraduate. I am not a team player; I exceed on individual projects and avoid working within groups. Presently, I am working as a bartender on the weekends; my late night habits, work load, and lack of sleep probably contribute to my low academic standing. I am extremely enthusiastic to get out of school and into the working world!