

# Crafting

## YOUR 30 SECOND ELEVATOR PITCH

### WHAT TO INCLUDE



#### Academic Info:

Major/concentration, classification or graduation date, minor



#### Relevant experiences:

Jobs, internships, leadership, volunteer, shadowing, involvement



#### Skills:

Job specific, transferable, technical, language



#### Career goals/interests:

Relate this to the company or contact

**FIRST SENTENCE:** For students and new graduates, include your name, school, degree and major. More experienced individuals may want to introduce themselves and then begin with the middle sentence.

**MIDDLE SENTENCES:** State your relevant experience. For example, your employer, role, the skills you used and developed, accomplishments and results you are proud of, and your future career goals.

### WHEN TO USE YOUR COMMERCIAL



Career fairs and information sessions



Networking events



In response to, "Tell me about yourself," at interviews



Reaching out to new contacts



**LAST SENTENCE:** Briefly relay how your background might benefit the listener. Ask for their suggestions about who else you might speak with for advice regarding your career goals. For example, "Do you have any advice for me as I prepare for my career in (your field), or could you suggest someone else that I should contact?"

Hello, my name is [Name], a Business Administration major with a minor in Finance from Carson-Newman University in May of 20XX. This past summer, I held an internship with BancorpSouth where I assisted customers with loan applications and other financial services. I received superior ratings from my customer evaluations. During the academic year, I worked an average of 20 hours per week as a math tutor on campus where I assisted students with college algebra and statistics.

I am very interested in utilizing my talents in communication and customer service within the financial industry. As I researched your organization, I believe that these strengths might fit well within your Lending and Asset Management division. I'd love to hear your perspective on this and any other suggestions you might have where my strengths might be of value.