

ELEVATOR PITCH

There is just a snippet of time to showcase yourself during career fairs and interviews. You want to give a quick insight into your achievements and professional desires. If you speak off the top of your head, you will inevitably leave something out or begin to ramble. So, it is essential to put time into creating your elevator pitch and keep it to 30 seconds or less.

What Goes into An Elevator Pitch?

Think of it like an oral version of your business card but with a little more detail. You will highlight who you are, what you are doing (student, employee, etc.), what your skills and accomplishments are, what you have done so far (research, internships, job experience, awards), and how you are different from all the other elevator pitches they are going to hear and what question you have for them.

How to Create Your Elevator Pitch

1. *Who You Are*

- What is your name? Who are you? Whether looking for an internship or a job, the introduction should be similar.
- Is there a position you are pursuing – like an internship or specific job position?
- Mention critical key points that will specifically appeal to the role you're interested in.
- Begin with name, year of study at university's name, and major or current job position. If you're a recent graduate or graduating soon, include that have or will receive a bachelor's degree.

2. *Your skills, accomplishments, and experiences*

- What should a future employer know about you, and what information will leave a beneficial lasting impression?
- Make a list of your top skills, accomplishments, and experiences and evaluate each with pros and cons. Choose the top three and write them out in one or two sentences.

3. *A question or call to action*

- Don't let the conversation end as a monologue. When you're done with your elevator pitch, you should ask an actionable follow-up question.
- After thanking them for their time, you might ask: "What kind of skills or experience do you look for in the employees you hire?"

Things To Remember

- Every sentence in your pitch should be helpful to describe who you are. Fluff is your enemy; cut it down if your pitch is too long or wordy.
- Practice your Pitch! It sounds easy, but words get stuck in the mouth during these times. Let muscle memory do the work when asked, "Tell me about yourself?"
- Speak slowly and clearly, know your body language, and keep the elevator pitch conversational.
- Have your paper or digital business card ready and request theirs. When at career fairs or networking, ask if they know about upcoming opportunities that might be a good fit for you.

Outline Example

- **Greeting:** Hello, my name is..., it's so nice to meet you!
- **Year of Study:** I am a (sophomore, junior, etc.)... at the University of....
- **Major:** majoring in...with a concentration in ...and or minor in
- **Experience:** I have done (research, projects, etc.) on...
- **Accomplishments:** I have (produced, presented, written)... I was awarded...
- **Seeking:** I am seeking a(n)...(internship, full-time job, etc.)
- **Question:** I know your company has a program on (X, Y, Z). Can you tell me a little about the ongoing projects in which interns could participate?

Samples

- Hi, my name is Zoey Ali, and I am a junior studying Material Science and Engineering with a minor in Computer Science. Last summer, I interned at 3M, working on a project with a team that assessed the heat resistance of a new plastics product. I used my software engineering skills to analyze past product failures and predict upcoming product failures. While I am knowledgeable in statistical applications, I also have a strong background and interest in metals, energy, and manufacturing. It's definitely been reassuring to see Boeing's commitment to those areas in the last few years. What are the most collaborative projects that interns typically work on at Boeing?
- Hello, my name is Mark Fuentes, and I'm a sophomore studying electrical engineering. I'm seeking a summer internship in a customer-focused industry. In my intro-engineering design course, I worked together with a team of students to design, build, and test an autonomously operated quadcopter. I also work as an engineering tour leader, engaging with prospective students weekly. Through my experiences, I have developed a strong collaborative spirit. I know your company culture emphasizes cross-functional teamwork and customer-focused design. Could you tell me more about this?
- Hi, I'm Mechina Ingeniero. I'm a junior studying Mechanical Engineering and interested in your automotive internship. I've spent the last two summers in an automotive powertrain lab researching technologies to increase engine efficiency. I have also served, for two years, as an officer in the Society of Women Engineers. I hope to apply my research and leadership skills in your automotive program, specifically new model vehicles. Can you tell me more about it?

Information gathered from:

https://www.utep.edu/student-affairs/careers/_files/docs/students/sample%20documents/elevator%20pitch1.pdf

<https://www.thomasnet.com/insights/engineering-elevator-pitch-examples/>

<https://career.engin.umich.edu/sample-elevator-pitches/>

<https://capd.mit.edu/resources/develop-your-elevator-pitch/>