



Center for Student Experience & Career Development: Elevator Pitch Guide

WHAT IS AN ELEVATOR PITCH?

When and why do you need one?

- To answer the question at the interview “Tell me a little bit about yourself”
- While networking at social situations when someone asks “What’s your background?”
- When speaking with employers on campus so they can get to know you and your goals
- Helps make you unique to a potential employer and stand out for employment

How long should it be?

- 15 seconds: Personal - name, where you're from
- 30 seconds: Academic - what you're studying, why
- 30 seconds: Extracurricular and work - what are things you're involved in, what are some of those skills?
- 15 seconds: Where are you doing? What are your goals?

HOW TO PREPARE ONE

(Don't just fill in the blanks. This is only a guide!)

- Hello, my name is _____.
- I am a _____ at Framingham State University studying _____ with an anticipated graduation date of _____.
- I have gained useful knowledge of _____ while learning _____.
- In addition to my academic experiences, I've worked at _____ where I gained valuable experience doing _____.
- I am particularly happy and proud about _____.
- My current hope is to _____ and I have a long term goal of _____.

Example: (make it your own and unique - do not copy word for word!)

Hello, my name is Jonathan Student and I am a Senior at Framingham State University majoring in Sociology with a minor in Spanish. Combining my study of sociological research with my background in the Spanish language will make me a strong candidate to work in an academic setting, researching how people select which profession aligns most with their values and interests. Recently, I interned with Professor X where I was able to utilize programming languages to better analyze Bureau of Labor Statistics data to understand gaps in the economy. I am presently seeking a position in either an academic setting as a Research Assistant or with an organization that advocates for worker's rights.

