

Creating Your Brand: The Elevator Pitch

The *elevator pitch* is a networking opener summarizing who you are professionally, your experience, skills, accomplishments and goals – all in the length of time of a quick elevator ride! Your pitch is the foundation of your professional brand and will be used throughout your academic and professional career: networking events, career fairs, campus employer events, interviews, meeting with guest speakers and alumni.

How to construct an elevator pitch:

1. Take time to reflect on your unique gifts and talents, your experiences and accomplishments, and your professional goals.
2. Answer the following questions:
 - a. Who I am?
 - b. What are my accomplishments/strengths/abilities? Or what do I do?
 - c. What do I want? What is my goal?
3. Practice! Practice in front of a mirror, with your friends/family/advisors/professors.
4. Be confident – remember it is the opener of a conversation

Examples:

My name is Fred Falcon. I am a senior majoring in marketing with a minor in communications and I am pursuing a business development position in the manufacturing industry. I am active in several organizations on campus and hold the marketing chair position in our Communications Club. I am seeking a job after graduation and I'd like to learn more about the current marketing assistant position as it matches my skills and interests.

Good Morning. I am Christy Falcon, a junior majoring in political science and I am fluent in Spanish. I serve on several campus committees and I am currently the president of the CUW student government. I have also worked with non-profits in the greater Milwaukee area that are focused on creating safe housing for victims of domestic violence. I am seeking local and state government internships and am looking for possible leads into the field.

Construct your elevator pitch:
