Elevator Pitches

An Elevator Pitch introduces a potential candidate to a recruiter in a clear, concise way at Job Fair or other networking events. Instead of trying to think of a compelling answer to “Tell me about yourself” in the moment, your elevator pitch prepares what you will say in advance.

Basics:

- **Be concise.** An Elevator Pitch should only be ~20-30 seconds.
- **Be specific.** If possible, know something about the company and what they are hiring for before the event. The more tailored your pitch is to the company, the better.
- **Be natural.** For an in-person event, it is a good idea to write down keywords of your pitch at first; however, be sure to practice it with friends or a Peer Career Advisor to make it more conversational and natural. Smile and maintain eye contact and an open, relaxed posture.
- **Be enthusiastic.** The listener should be left with a positive impression at the end of the pitch and want to keep talking to you.
- **Be prepared for follow-up questions.** A good elevator pitch should make the listener want to ask follow-up questions, so be prepared to expand on your experience or talk more about your resume.

Broad Content:

- **Greeting**
  - Include a quick hello or good morning to break the ice
- **About Me**
  - **Who am I?** Name, major, classification/grad date, and possibly hometown.
  - **For a target company at Job Fair or an Info Session, know your why. WHY are they a target company for you and WHY are you a potential good fit?** E.g. personal tie, industry interest, company interest, past work experience, research experience, class/personal project experience, coursework, etc.
  - For a general pitch at a networking event where you can’t research companies in advance, focus more on general experience and goals.
- **Closing**
  - This can be a closing statement or a question for the recruiter. For in-person events, you can also offer your resume here if you haven’t already.
Examples:

Example 1: Good morning, my name is John Doe and I’m a senior Mechanical Engineering major graduating in May. I’m looking for a full-time position, and I’m really interested in XYZ Company because of ______. My resume shows more of my experience working in ____ which seems like it could be a good fit for an entry-level engineer based on what I saw on your website.

Example 2: [Greeting Here] I’m John Student, a sophomore electrical engineering major from Houston, and I’m really interested in the aerospace industry. I’m currently involved in Raider Aerospace Society designing the electrical components of a payload we intend to launch in March, so I was particularly curious about the experience of electrical engineers at X Company during the design process. Can you tell me more about that?

Example 3: [Greeting Here] My name is Jill Student and I am a first-year Computer Science major. I’m just getting started in classes, but I’ve been coding since I was 12 and really enjoy learning new coding languages. I saw on the job description for your summer internship that you use C# which is something I’ve been teaching myself through personal coding projects. I’m really interested in hearing more about your internships.

Example 4: [Greeting Here] My name is Jake Student and I am a senior Petroleum Engineering major from Baton Rouge, LA looking for a full-time job in the oil and gas industry. I grew up around the industry and I’ve gained some experience through internships in midstream and downstream, and I’m hoping to continue learning and applying that experience after graduating. I saw on your website that you are increasing activity in the Permian Basin where I interned last summer. Can you tell me more about that?

To practice your elevator pitch, email coe.careers.critiques@ttu.edu for more information on critiques!