



Elevate Your Impact: A Guide to Creating Your Elevator Pitch

What is an Elevator Pitch?

Imagine stepping into an elevator and as the doors close, the person standing next to you says, “Hi, I am a recruiter at your dream company. Tell me about yourself.” Are you prepared for an opportunity like this one? Could you concisely introduce yourself, your background, and your career aspirations in the time of a quick elevator ride—30 seconds or less? The best elevator pitches provide enough information and enthusiasm so the other person wants to continue a conversation with you.

What is an Elevator Pitch?

Who Are You? Introduce yourself by sharing your name and place yourself in the context by explaining what school you attend, your academic program or where you currently work.

What Makes You Unique? Make sure you mention qualities you possess that are unique and meaningful to the employer. This is also a place to talk about your relevant accomplishments.

What Are Your Goals? This lets employers know what you are looking for: an internship, summer job, part-time or full-time position. Do not be demanding, but be straight forward that you are looking for a job or just for information.

Sample Elevator Pitches

“Hello, I’m Jo Johnson. I will be receiving my Bachelor’s degree in Hospitality Management and I have interned at the Holiday Inn. I also have sales experience as the fundraising chair of my department’s student organization and am passionate about people. I am currently seeking a sales position in the hotel industry.”

“Hello, my name is Sam Smith. I am currently a senior at the University of Southern Maine majoring in Criminology. I spent last semester as an intern with the Portland Police Department’s juvenile delinquency program, ‘Above the Influence.’ I have discovered a passion for working with youth and I am looking for a position where I can utilize my criminal justice background to promote positive social change.”

“Hi, my name is Max Stevens. I am a Political Science major at the University of Southern Maine, and am in the Honors program. I am very active with several student organizations on campus including serving as President of the Student Political Society. I also have experience working on a senatorial campaign where I interacted directly with the public information officer. My goal is to become a community organizer for the Southern Maine area.”

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The Components of an Elevator Pitch

A. Who Are You?

Introduce yourself by sharing your name and place yourself in the context by explaining what school you attend, your academic program or where you currently work.

B. What Makes You Unique?

Make sure you mention qualities you possess that are unique and meaningful to the employer. This is also a place to talk about your relevant accomplishments.

C. What Are Your Goals?

This lets employers know what you are looking for: an internship, summer job, part-time or full-time position. Do not be demanding, but be straight forward that you are looking for a job.

Using The Components Above, Create Your Elevator Pitch:

Hello my name is **(A)** _____ and I am currently (attending, enrolled in, working
at) **(A)** _____. I believe that my **(B)** _____ makes me unique
and will bring value to your organization. My goal is to **(C)** _____.

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