



**\* Micro-session \***  
**Perfect Your Pitch**  
**(30-Second Commercial)**

# Overview

- What is a 30-second commercial (or elevator pitch)?
- What is the purpose of a 30-second commercial?
- How to craft a powerful 30- second commercial
- Examples (Poor and Powerful)
- Practice Your Pitch

# Definition

A **30-second commercial** is a summary of your...

- education
- experience
- skills/strengths/accomplishments
- goals (short- and long-term)

..... *delivered in just **30 seconds!***

# Purpose

To provide a snapshot of your education, experience and skills that are most *relevant to the employer and the position(s) you are seeking* to pique their interest and start the conversation.

# Crafting your 30-second commercial

# Elements of a 30-second commercial

- Greeting
- Name/Major/University
- Graduation Month/Year
- Snapshot of your:
  - Experience (Internships, Academic Projects, Skills, Volunteering, Leadership, etc.)
- Career Goals (short/long-term)
- Types of opportunities you seek
- Motivation for connecting to employer/knowledge of employer

# When sharing, be sure to be...

- ❑ **CONCISE** (keep to high-level)
- ❑ **RELEVANT/TARGETED**  
(emphasizes skills, experience, classes that relate to the position)
- ❑ **DESCRIPTIVE** (includes examples of strengths in action)
- ❑ **ENTHUSIASTIC** (convey *enthusiasm*, not *need*)

# Template (areas to cover)

## **GREETING** (smile, eye contact)

Hello, my name is .....

## **EDUCATION**

I am a.....studying..... at.....

## **INTERESTS/PASSIONS**

My interests are primarily in.....

## **STRENGTHS/EXPERTISE/SKILLS**

My strengths/expertise include.....

## **RECENT (BRIEF) EXAMPLE**

Last summer, I worked at.....where I was able to...

## **CAREER GOAL(S)**

I am looking to gain further experience in....



# Examples

# Poor pitch

“My name is Mohammad. My major is business technology and I’m looking for a job. What does your company do? What positions do you have for someone with my background?”

# Powerful pitch

*“Hi, my name is **Star Garcia**. I am a rising junior at **UMBC** where I am pursuing my **BS in mechanical engineering** and have an interest in structural design. I am seeking a position that will allow me to advance my programming and design skills. **This past summer** I interned with Stanley Black & Decker where I worked on several major projects related to structural design. **I am currently seeking fall internship opportunities** and have an interest in expanding my knowledge and skills in (X). **I know your organization is a leader in (X)** and I have a strong interest in this aspect of engineering. Would you like to take a look at my resume?”*

# Hiring manager is thinking...

- 1) “This candidate did their research and arrived *prepared to meet me.*”
- 2) “This candidate has given thought to their career goals and knows how to describe their *knowledge, skills and experience* well.”
- 3) “This candidate is *impressive!*”

# Practice! Practice! Practice!

[Big Interview](#) – *free* online tool for learning and practicing your pitch

Evaluate yourself on the following:

- Are you making good eye contact?
- Are you smiling?
- Are you speaking clearly?
- Are you avoiding slang?
- Are you showing *confidence* and *enthusiasm*?
- Do you appear natural (NOT scripted)?

# Be sure to follow up!

*Always follow up with new connections!*

- Connect via LinkedIn using a *personalized* request
- Submit resume, if requested
- Follow the company on LinkedIn

# The UMBC Career Center is here for you!

## *Events/Networking Opportunities*

- Follow Career Center's myUMBC group
- View Career Center [calendar](#)  
( [www.careers.umbc.edu](http://www.careers.umbc.edu) - Quick Links - Calendar)

## *Appointments (Virtual) – Students & Alumni*

- Log on to [UMBCworks](#)
- Select “Counseling Appt.” from the [UMBCworks](#) homepage
- Select date/time
- Select **Phone** or **Webex video/screen-share** appointment type