Elevator Pitch: Marketing Yourself to Future Employers

What is your ideal job target? (e.g. Career field of interest, possible career titles, or location?

**Directions**: Fill out the chart with any relevant examples describing when you used the skills on the left-hand side in any of the areas across the top of the chart. Use those examples to craft your elevator pitch to use when marketing yourself to a potential employer.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Educational** | **Professional** | **Personal** |
| **Communication** |  |  |  |
| **Teamwork** |  |  |  |
| **Leadership** |  |  |  |
| **Relevant Accomplishments** |  |  |  |
| **Other** |  |  |  |

Hello my name is\_\_\_\_\_\_\_\_\_\_\_\_ and I am a \_\_\_\_\_\_\_\_\_\_\_ (class status and major) . I am interested in \_\_\_\_\_\_(list interests relevant to the employer). During my time at Wake \_\_\_\_\_\_\_\_\_ (insert story) . Based on my experience, I think I could really contribute to your company/team in the following ways: ……..

***Sample:*** *Hello my name is Samantha Ward. I am an English major with an art minor at Wake Forest University and I’m really excited about combining these two interests as I pursue a full-time job in the Publishing field. I’m really active with several on-campus publications both online and in-print, which has involved serving in leadership roles as an* editorial *assistant and managing publication deadlines. I saw that your magazine has been looking to expand your readership in an online format and has several openings for online* *editorial assistants and production managers, which is why I’m eager to apply for positions at your company. I would love the opportunity to speak with you more about my qualifications and how I believe I can contribute to your team.*