UF CAREER CONNECTIONS CENTER

Elevator Pitch Guide

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STUDENT LIFE | UNIVERSITY OF FLORIDA

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Pitch Perfect: Getting Elevator Ready

WHAT IS THE PURPOSE OF AN ELEVATOR PITCH?

An elevator pitch is a common way to answer the "tell me about yourself" interview question, introduce your professional goals, or as a way to share your professional and personal story succinctly at a networking event or career fair. These introductions should be customized based on your target audience and should be 30-60 seconds.

QUESTIONS TO ASK YOURSELF BEFORE BUILDING YOUR ELEVATOR PITCH

- Where are you now in your career journey? Where have you been to get to this point? Where do you want to be in the future? Begin with the end in mind.
- What do you want individuals to know about you from your introduction?
- Who are you hoping to speak with?
- What is your goal for the introduction?

CRAFTING YOUR INTRODUCTION

NAME AND ROLE

Who are you, what you do, and what your goals are:

COMPETENCIES & EXPERTISE

What are your strengths, values, skills, personal attributes, successes? What do you know?

TARGET AUDIENCE

How can you contribute based on your research of the organization?

CALL TO ACTION

Wrap up with next steps:

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ELEVATOR PITCH EXAMPLE:

CRAFTING YOUR INTRODUCTION

NAME AND ROLE

Who are you, what you do, and what your goals are:

Hi there! I'm Sara, a driven marketing student at the University of Florida. With a passion for music and a flair for creativity, I'm excited to grow in the professional field to learn more on how to market for the best and brightest new artists at large companies.

COMPETENCIES & EXPERTISE

What are your strengths, values, skills, personal attributes, successes? What do you know?

Through my incredible opportunity to intern at Spotify, I gained valuable experience in leveraging data-driven insights and innovative strategies to engage audiences and achieve impactful results. At the same time, I've been juggling my academic pursuits with a part-time job as a marketing assistant, refining my abilities to collaborate effectively and make a positive impact within the campus community.

TARGET AUDIENCE

How can you contribute based on your research of the organization?

To all forward-thinking companies seeking a dynamic professional, I bring a unique blend of industry experience and academic knowledge. Whether you're in need of a strategic mind to craft compelling campaigns or a team player who can connect with diverse audiences, my background makes me a valuable asset to your organization.

CALL TO ACTION

Wrap up with next steps:

I'm excited to contribute my expertise and enthusiasm to the full time workforce and help drive success in a fast-paced environment. Let's collaborate and make an impact together!

PUT IT ALL TOGETHER

USE THE SPACE BELOW TO DRAFT YOUR PITCH: