

Elevator Pitch: How to Introduce Yourself

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*The best elevator
pitches provide enough
information and
enthusiasm so the other
person wants to
continue a conversation
with you.
-Personal Brand eBook*

What is an Elevator Pitch?

Imagine stepping into an elevator and as the doors close, the person standing next to you says, “Hi, I’m 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?

Components of an Elevator Pitch

Who Are You? Introduce yourself by sharing your name, and place yourself in 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 relevant accomplishments.

What Are Your Goals? This lets employers know what you are looking for: career information or advice, 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 information.

Sample Elevator Pitches

“Hello, I’m Bethany Johnson. I will be receiving my Bachelor’s degree in Hospitality Administration and I have interned at several hotels including the Hyatt Regency and the Holiday Inn. I also have sales experience as the fundraising chair of my fraternity. I am currently seeking a sales position in the hotel industry.”

“Hello, my name is Curtis Smith. I am currently a senior at SUNY Buffalo State majoring in Criminal Justice. I spent last semester as an intern with the Cheektowaga 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 Nathan Stevens. I am a Political Science major at SUNY Buffalo State I’m 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 Western New York area.”



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Get Connected



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The Components of an Elevator Pitch:

A. Who Are You?

Introduce yourself by sharing your name and place yourself in 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 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)_____.