



Telling Your Story

How to create and communicate your “elevator pitch”

Important Tips

- **Be Succinct** - 1-2 minute introduction of who you are, your relevant experience and professional goals
- **Be Prepared and Practice often** - Frequently the first question in an informational interview or networking event. Practicing your pitch will build your confidence and ability to adapt to any situation
- **Be Flexible** - Opportunities to present your pitch will vary: employers & alums, at networking events, informational interviews, social gatherings & impromptu meetings
- **Be Creative** - The goal is to leave the person with a positive impression - wanting to know more about you and the skills you offer

Creating Your Pitch

Before you begin crafting your elevator pitch *think about* who your audience is and what your desired outcome of the conversation is. Then build your pitch with these components:

- **The Basics about you** - Personal information
- **Education/Academic Achievements** - College Major, honors/awards, co-curricular activities, study abroad
- **Experience/Exploration** - How you developed your interests and passions (internship experience, co-curricular activity, class taken)
- **The Future** - Short and Long term goals (general career ideas, internships, graduate school)

Sample Elevator Pitch #1

“My name is Jennifer and I’m a sophomore at Hamilton College. I grew up in the Boston area, where I had the opportunity to do a lot of volunteering and service work. I was especially involved in Habitat for Humanity and in the Sustainability Club at my high school, where I helped educate my peers and teachers about recycling and composting. Ever since I remember, I’ve loved science and being in the outdoors, so I’m considering majoring in Geology, since it would give me the opportunity to do more of that. While I’m just starting to explore possible careers, I’m really curious about where my potential major might lead. I’d like to learn more about what you do on a daily basis in your position at Tectonic so that I can consider if I’d like to work in a position like yours when I graduate.”

Sample Elevator Pitch #2

“My name is Jake London. I am currently a junior at Hamilton College, double majoring in Economics and Philosophy. I chose these majors because I am fascinated by how economic systems work, but also like to be challenged to think critically. While at Hamilton, I also pursue a few other passions including being a member of the varsity swim team and singing a capella music as baritone in “The Buffers.” This past summer, I did Levitt Research with an Economics professor at Hamilton on how algorithmic and high frequency trading impact market risks. As part of this research, I built a risk-mitigating algorithm in STATA and Excel. This experience confirmed my interest in working in a career which involves the global financial markets. I would like to learn more about your career path but also learn more specifically about your hedge fund – Olympus Partners. During junior summer, I hope to find a summer internship in investment management at a New York City hedge fund.”

Brainstorm

- Who are you speaking with and why?

- Who are you?

- What are you currently doing?

- What have you done (activities, leadership experiences, internships, shadowing)?

- What do you want to do?

Create Your Personal Pitch

**Next steps: Practice! Practice! Practice! &
Make an appointment with the Career Center**