

COMMERCIAL

Also known as an elevator pitch, this is your prepared 30-second introduction. It is used when networking, attending career fairs or during internship/job interviews. Well-thought-out commercials demonstrate that you are well spoken, qualified and prepared.

NAME**MAJOR AND CLASS YEAR****SKILLS GAINED FROM EXPERIENCE(S)**

(i.e. work, volunteer, internship, study abroad or on-campus leadership)

CAREER INTEREST(S)

customized depending on the field the employer/networking contact represents

ENDING QUESTION

to gain more information

“Hi, my name is _____. I’m a (graduate student, junior, etc.) at the University of Maryland majoring in _____. My interest in _____ has developed through _____ (i.e., describe internships, in-class projects, part-time work experiences, etc.).”

Continue by answering the recruiter’s questions. Ex. “What type of job are you seeking?” Do NOT answer “Anything” or “It doesn’t matter.”

End with a question or request: “When do you anticipate accepting applications for your summer internship?” or “May I contact you if I have additional questions?”

Networking Scenario

“Hi! My name is Mary Land. I’m a senior Psychology major at the University of Maryland. I’ve completed a broad range of psychology courses, my focus being on interpersonal relationships and cross-cultural psychology. My interests led me to complete a 100-hour internship related to Human Resources, researching discrimination claims, assisting payroll with paperwork and developing questions for employee interviews. The internship strengthened my analytical, problem-solving and communication skills and confirmed that I’m very interested in going into the field post-graduation. Can you tell me more about your Human Resource Department or suggest a colleague I may speak more with?”

Career Fair Scenario

“Hello, I’m Terra Pinn. I’m a junior English major exploring work in public relations. I noticed that you posted a PR internship on Careers4Terps. Currently I work as a part-time sales associate at a large department store. I love working in retail. Now I’m hoping to move into the corporate side in a PR role. Would you tell me a little more about your internship?”