

5-steps to Developing Your Elevator Pitch

An elevator pitch conveys who you are, what you are looking for, why you are interested in the company, and what you can offer them to spark their interest in learning more about you!

An elevator pitch should be:

- 30 seconds to 1-minute long
- Used during employer info sessions, pop-ups, career fairs, networking events, conferences etc.
- Practiced many times and OUT LOUD to build confidence

1. Name, major, the type of position that you are seeking (internship vs. full time) and when

2. What you like about a company (e.g. something about their projects, technologies, or company culture)

3. A short summary of a project/accomplishment that highlights a skill which is relevant to the company

4. Ask a question about the company (this keeps the conversation going!)

5. Now put it all together to create your Elevator Pitch!

Example:

“Hi! My name is [name]. I am a computer engineering student at the University of Illinois Chicago seeking an internship next semester. I am interested in front-end design and testing, which matches your summer design internship on [Handshake/LinkedIn, etc.]. I have completed several projects in my courses where I designed and tested prototypes and created summary reports. Your team’s industry-leading products in [field] and sustainable work culture are impressive. Could you tell me more about the projects interns would work on?”