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**Phone:**

**217/351-2219**

**Fax:**

**217/373-3831**



**Hours:**

**Monday - Friday**

**8am-5pm**



**2400 W. Bradley Ave.**

**Champaign, IL 61821**

**Room U267**

# Making Your “Pitch” Perfect

**What is it?** A 30-60 second marketing message about your professional self.

**Why do I need one?** The next time someone asks what you do, you have a professional answer--you never know who you might meet in the elevator! By having a “pitch” you also have an answer to one of the toughest interview questions, “**Tell me about yourself**”.

**How do I get started?**

1. For college students, include your name, school and major. Briefly summarize your credentials, experience in the field and your career interests and goals.
2. Include extracurricular activities and interests.
3. If you are a professional, start with what you do well, instead of your job title. For example, I teach, train, at XYZ Company.
4. Focus on your strengths and give examples of your work performance.
5. Discuss what you're doing to strengthen your skill set (on the job, classes or internships).
6. Speak clearly, maintain eye contact and show enthusiasm!
7. Ask for a business card, referral or possible future meeting.
8. Practice, so that you sound natural and confident--remember you have only 30-60 seconds to make a powerful first impression!

**Sample Pitch #1**

I'm Patrick O'Brien. I'm a junior in the Farmer School at Miami University with a double major of accounting and finance. I'm active on campus, as president of my fraternity, an economics tutor and a member of Pi Sigma Epsilon, a marketing organization. I also play intramural basketball and am a huge hoops fan. I'm interning at PNC bank in internal audit, but my career interest after college is to play a role in a mid-sized high growth company or start up.”

**Sample Pitch #2**

Hi, I'm Jennifer. I'm a junior at NYU studying Psychology and interested in pursuing a career in Human Resources. This past summer I interned on the recruiting team at Company X which was a great experience. On campus, I'm involved in the HR and Finance clubs. After graduation, I'd like to join a company in the finance industry, working on either the recruiting or training team. I'd really like to spend this summer interning at your company as I think it would be an amazing place to work and help me gain valuable experience.

**Visit Career Services (U267) for assistance with resumés, interviewing, career guidance, and occupational information.**