

ELEVATOR PITCH BREAKDOWN

INTRODUCTION

Hello, I'm **[Your Name]**, and I'm excited to be here at the **[OC Job Fair]** exploring opportunities to contribute my skills and passion for **[Specific Area of Interest, e.g., Customer Service, Technology, Education]**. My goal is to work with organizations that value hard work, personal growth, and diversity, where I can apply my knowledge and experience to make a positive impact.

EXPERIENCES

Throughout my time at **[Your Community College]**, I've gained valuable hands-on experience through **[Specific Activities or Internships, e.g., Group Projects, Part-Time Work, Volunteering]**, where I've learned how to [key skills or accomplishments, e.g., work in teams, communicate effectively, problem-solve under pressure]. I'm passionate about **[Specific Area, e.g., Helping Others, Improving Processes, or Building Meaningful Relationships]**, and I believe in the power of **[Value #1: Teamwork, Communication, Adaptability]** to drive success and growth.

CALL TO ACTION

I'm eager to connect with companies that value **[Specific Goals, e.g., Student Development, Diversity, Innovation]** and would love to explore how my skills and experiences can contribute to your team. Feel free to reach out to me at **[Your Contact Info]**. I look forward to connecting!



SANTA ANA COLLEGE

Career Center



Career Center
L-222



Email
careerctecenter@sac.edu



Call Us!
(714) 564-6254



Elevator Pitch Fundamentals: Communicate with Confidence

An elevator pitch is a brief, compelling introduction that highlights who you are, what you do, and what makes you stand out. Whether you're networking, interviewing, or seeking new opportunities, a well-crafted elevator pitch helps you confidently communicate your value in 30 to 60 seconds. Preparing and practicing your pitch ensures you make a strong first impression and leave a lasting impact.

Introduce Yourself:

- **Engagement and First Impression**
 - Start by introducing your name clearly. Smile and offer a firm handshake to create a positive and professional first impression.
 - Capture the person's attention right away with a brief statement that sparks interest. This sets the tone for the rest of your pitch.
 - **Example:** *"Hi, I'm Sarah Johnson, a marketing professional with a passion for creative campaigns that drive results. I specialize in building brand strategies that connect with target audiences."*

Identify Your Goal/Purpose:

- **Clearly State Your Goals or the Opportunities You're Seeking.**
 - Be specific about what you're hoping to achieve from the conversation, whether it's finding a job, networking, or learning about a company or industry.
 - Offering clarity helps the listener understand how they can assist you, and it keeps the conversation focused.
 - **Example:** *"I'm currently looking for a marketing manager position where I can use my expertise in digital campaigns and strategy development to help companies grow their brand presence. I'd love to learn more about any opportunities you might know of in that field."*

Describe Your Relevant Experience:

- **Highlight Your Background and Skills Clearly**
 - Briefly share your relevant experience, focusing on skills and accomplishments that align with your goal. Keep it concise and impactful.
 - Avoid industry jargon—use clear, simple language that anyone can understand.
- **Showcase Your Value**
 - Emphasize how your background makes you a strong candidate or valuable connection. Mention specific skills or experiences that set you apart.

- Quantify your impact when possible (e.g., “In my last role, I increased social media engagement by 40% through targeted digital campaigns.”).
 - **Example:** *"I have three years of experience in digital marketing, specializing in social media strategy and content creation. In my last role, I developed a campaign that increased customer engagement by 40% and boosted website traffic by 25%. I thrive in fast-paced environments where I can use data-driven insights to build effective marketing strategies."*

Call to Action:

- **Leaving a Lasting Impression**
 - Conclude your pitch by summarizing your interest and enthusiasm.
 - Express appreciation for their time and insights.
- **Ask a Question to Keep the Conversation Going**
 - Engage the listener with a thoughtful question about their experience, company, or advice.
 - This creates a natural transition and keeps the conversation meaningful.
- **Discuss Next Steps & Follow-Up**
 - If appropriate, ask about the best way to stay in touch—email, LinkedIn, or a follow-up meeting.
 - Be proactive but professional in setting up future communication.
 - **Example:** *"Thank you for taking the time to speak with me. I really appreciate your insights on the marketing industry. Based on your experience, what advice would you give someone looking to break into this field? I'd love to stay in touch—would it be okay if I connected with you on LinkedIn?"*

Take Your Pitch to the Next Level:

- **Create a Digital Business Card** – Platforms like HiHello or Blinq make it easy to share your contact information seamlessly.
- **Master Non-Verbal Communication** – Your body language should complement your words. Stand tall, make eye contact, smile, and use open gestures to convey confidence and enthusiasm.
- **Use Proactive & Positive Language** – Phrases like “*I look forward to staying in touch*” or “*I’m excited to continue this conversation*” leave a lasting impression of enthusiasm and initiative.
- **Exchange Contact Information** – Collect business cards or connect digitally so you can follow up later.
- **Follow Up with Gratitude** – Within 24–48 hours, send a thank-you message referencing something specific from your conversation to make it personal and memorable.
 - *Example:* “Thank you for sharing your insights on the marketing industry! I enjoyed our conversation and look forward to staying in touch.”
- **Expand Your LinkedIn Network** – If the interaction was meaningful, ask to connect on LinkedIn to continue the conversation and build your professional network.