CAREER CENTER

DEVELOPING YOUR 60-SECOND INTRODUCTION

You only have a few minutes to sell yourself to a prospective employer– how do you do it? **Hit them with your 60-second introduction.**

WHAT IS IT?

Your brief introduction to an employer should advertise your skills and strengths, highlight your education as it relates to the position and be tailored to each situation. This is your opportunity to demonstrate your enthusiasm and personality. Avoid any personal information.

WHEN SHOULD YOU USE IT?

- Job Fairs
- Networking Events
- Professional Meetings
- Informational Interviews
- Interview questions- "Tell me about yourself"
- Cover letters

FOLLOW THE FORMULA

- Name
- Class (senior, junior, etc.)
- Major
- Opportunities
- Relevant experience (work, internship, volunteer)
- Accomplishments highlighting your skills and strengths
- Knowledge of company

PUTTING IT ALL TOGETHER

Example: Hello, my name is _____.

I am a (year in school) studying _____ at Westfield State University. I'm currently working _____ hours a week.

Last semester, I completed an internship at _____ where I was able to gain experience in cost accounting, cash flow analysis, budget developing and I assisted in preparing client proposals.

My experience with _____ has further prepared me for this opportunity because _____.

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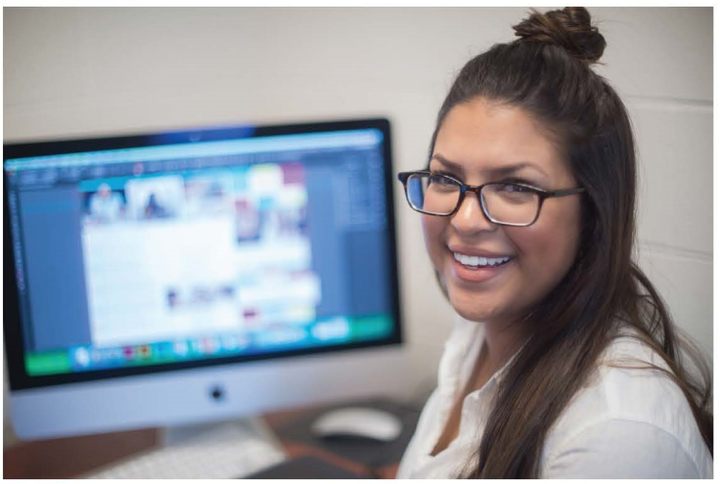

Westfield STATE UNIVERSITY

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