Networking: Elevator Speech

Overview

The elevator speech is a strategy to help you stay focused on your strengths, skills, and experiences as you attempt to answer the common interview question “tell me about yourself.” Though you may initially feel uncomfortable with talking about yourself, the elevator speech is an effective way to stand out to those with whom you are networking in variety of settings (e.g., speed networking, career fair).

Elements of the Elevator Speech

Who Am I? State your name and your current education status, including school, degree, major/minor, concentration, certification, and graduation date, to name a few.

What Have I Done? Describe your relevant jobs, internships, campus leadership positions, study abroad experience, and so on, weaving the elements together into a story when appropriate (e.g., I have had multiple opportunities to be a digital storyteller as the leader of x student organization and during my internship at x).

Where Am I Going? Share some of the possibilities of how you could contribute to the organization and its mission; be specific and direct.

Examples

Journalism Students

Hi, I’m Katniss Everdeen, a senior at Medill, graduating in May with a B.A./M.A. in journalism and a minor in Spanish.

I’ve had several internships during my time here that have all helped me to enhance my newsgathering and storytelling skills, both in print and digital. I did my junior residency quarter at the Washington Post in their digital design group, which allowed me to experience a newsroom in real time. Feedback I’ve gotten underlines my success at pulling details together and making them interesting to employers.

So, that’s what I want to do: I want to find important stories and share them, no matter what the platform. I want to tell stories that engage readers and leaves them informed.

IMC Students

A. Hello, my name is Ian Michael Cartwright, and I’m currently a graduate student at Northwestern University majoring in Integrated Marketing Communications.

IMC is an approach to marketing that integrates a strong foundation in analytics to understand the needs of consumers, which then enables the creation of powerful marketing messages that resonate. I’m especially interested in crisis communications. My interest in that arena began during an internship
during my undergraduate program. Upon graduation I worked for a major automotive manufacturer in their communications rotational program. It was an amazing experience and after consulting with my manager, I decided to interrupt my career to return to school to pursue a degree in IMC. My goal is to pursue a role in an agency that specializes in crisis communications.

B.
Hello, my name is Ingrid Margaret Carson. I’m currently a graduate student at the Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University. I’m studying Integrated Marketing Communications, with a focus in Marketing Analytics.

Prior to beginning my graduate program, I worked as a junior marketing analyst at a small digital agency in the southwest. Although I enjoyed the work tremendously, I realized that I need to expand my knowledge in marketing, measurement and dashboards. My program at Medill has helped me tremendously in that regard. I have developed expertise in using analytical tools such as SPSS, SAS, SQL, Google Analytics, etc. I am currently preparing to sit for SAS certification in SAS 9. Additionally, I’m proficient in the use of Radian 6 and Net Base. I want to work for an organization in their marketing area as an analyst.