

UB Career Cycle Action Step:

Create Your Professional Pitch

The 30-second professional pitch is your personal advertisement. Your pitch is a response to the question, "Tell me about yourself," and should engage your listener. This is not a speech since it takes place in the context of a conversation.

Tips

- **Adapt it to your listener and the situation.** The point is to connect with your listener, so keep your pitch conversational rather than delivering a memorized speech.
- **Practice your pitch until it becomes natural.** Practice everywhere, with everyone, anytime. Use it at networking events, when meeting new people, in interviews and any time you are asked, "What do you do?"
- **Always ask about opportunities and connections.** Remember to ask who you should talk to next and ask your listener to help you in specific ways that do not require too much effort on their part.
- **Your pitch can and should evolve.** Keep working on it until you think it resonates with the majority of your listeners.

Sample Pitch Script

My name is...my major is... (Describe your current situation)

Example: My name is Jane Doe. I am currently a junior majoring in marketing at the University of Baltimore.

I recently... (Describe relevant professional or academic experience)

Example: I recently completed an internship at XYZ Company working with social media and marketing.

My goal is to... (Describe career or academic plans)

Example: My long term goal is to become a Marketing Analyst for a digital marketing company.

I am looking for opportunities to...

Example: I am looking for opportunities to further develop my skills in brand management.

This script is a suggested sample and should be personalized to fit your needs.

Career and Internship Center

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