Developing a 30 Second Commercial

What is it? Essentially an overview of your experience, skills strengths, accomplishments and goals

• Your unique introduction
• The answer to: “Tell me about yourself”

When do I Use it? Throughout your professional life

• In an interview
• In a cover letter
• At a professional networking event
• At a career fair, conference or professional association meeting

How do I use it?

• Decide what points you want to communicate
• Tailor it for your specific use

Consider the following elements when developing your commercial:

• Education
• Relevant coursework or classroom projects
• Relevant work experiences
• Key skills or qualifications
• Personal characteristics
• An important accomplishment, exhibit or award
• Describe your employment goal

To help you get started with your 30 second commercial:

My name is ________________________________
I am a junior at CIA majoring in ________________________________
My experience (describe)
I am (state a strength), which I demonstrated when I (accomplishment) during my internship (name the company or the experience)
I am looking for a position where I can (state your goals)
I can help your company (how)