



Career Services

30 – Second Commercial

What to Know

The 30-second commercial is a statement to describe the skills and services that you have to offer an employer. It is essentially a brief monologue that sells your professional abilities and reflects your ideal job profile.

What to Do

Choose a combination of the following components that will comprise your pitch:

- Greeting** include your first and last name
- Experience** accumulated experience in your specific industry and jobs
- Areas of Expertise** your major job functions and skill categories
- Strengths** specific skills that you possess
- Accomplishments** specific accomplishments that emphasize your strengths
- Professional Style** traits and characteristics that describe how you perform your job
- Job Search Strategy** what you want to do with your experience

Examples of these components:

- Greeting** *Hello, my name is _____.*
- Experience** *I'm an experienced _____.*
- Areas of Expertise** *Or I have ___ years of experience in the _____ industry with expertise in _____, _____ and _____.*
- Strengths** *My strengths are _____, _____ and _____.*
- Accomplishments** *I have been recognized for _____.*
- Professional Style** *I'm _____, _____ and _____.*
- Job Search Strategy** *I am interested in expanding my experience into _____.*

“Tell me about yourself”

I have _____ years of experience as a _____. Recently, I worked for _____ as a _____. Before that, I worked for _____ as a _____. My strengths are _____ (general) and _____ (technical).

My 30 – second commercial:
