



From “Tell Me About Yourself” to a Strong Elevator Pitch

What is the most common — and often most challenging — question in any interview or networking setting?

TELL ME A LITTLE BIT ABOUT YOURSELF!

This question offers a valuable opportunity to present your story clearly, highlight your strengths, and connect your background to your career goals.

Developing a well-crafted **elevator pitch** is one of the best ways to prepare for this moment. Your elevator pitch serves as a concise, confident summary of who you are, what you do, and what you’re seeking — whether you’re in an interview, career fair, or networking event.

Creating an Elevator Pitch with the NEWS Method

An elevator pitch is a brief (30–60 second) introduction that captures the essence of your professional identity.

It should be clear, engaging, and tailored to your audience. This will help you respond to the question, “Tell me about yourself,” in a more focused and structured way.

One effective framework for creating a strong elevator pitch is the NEWS Method: **NAME, EDUCATION, WANTS, SKILLS.**

Office of Career Development

Building B119

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8:30 am to 4:30 pm | after-hours appointments available



NAME:

Start by introducing yourself with a brief mention of your name, and optionally, include your field or area of study if relevant. This is the "who" part of the answer.

- Example: "Hi, my name is [Your Name], and I'm a [specific title or role, e.g., student, volunteer, intern, or recent graduate] [in/majoring in/working in + field or area of study, e.g., majoring in Sociology]."

EDUCATION:

Quickly highlight your academic background, focusing on the most relevant degrees or certifications. Mention any academic achievements or experiences that are particularly relevant to the job.

- Example: "I'm currently pursuing a [Degree] in [Field of Study] from [University], where I also [mention any relevant certifications or projects]."

WANTS/WHAT YOU'RE LOOKING FOR:

State your career interests, goals, or what you're currently seeking.

- *Example: "Example: "I'm passionate about business analytics and currently exploring roles that allow me to leverage data to drive strategic decisions."*

SKILLS:

Wrap up by mentioning a few key skills that align with the position. This can include both hard and soft skills. Make sure these are tailored to the job description.

- Example: "*I bring strong [technical skills or industry-specific skills], along with excellent [communication, problem-solving, or leadership] skills. I'm particularly passionate about [specific area of interest or strength], which I believe would contribute to the success of your team.*"

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TELL ME A LITTLE BIT ABOUT YOURSELF!

Share your NEWS!

NAME:

EDUCATION:

WANTS/WHAT YOU'RE LOOKING FOR:

(This should be a high-level overview of your work experience and how it relates to the job that you are applying for.)

SKILLS:

(Talk about skills that you have gained in school, volunteering, and on-the-job that qualify you for the job you are applying for.)

The top 5 skills employers look for include:

Critical thinking and problem solving. | Teamwork and collaboration | Professionalism and strong work ethic | Oral and written communications skills | Leadership.

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