



HOW TO CREATE YOUR 30-SECOND COMMERCIAL

What is a “30-second commercial”? Essentially, it is a synopsis of who you are, your major, skills, strengths, accomplishments, and experiences all wrapped up into a short commercial to “advertise” yourself.

WHEN TO USE YOUR 30-SECOND COMMERCIAL:

- Introducing yourself at a networking event or Career Fair
- At the beginning of a job interview. (Modify your “commercial” to the needs of the job)
- You unexpectedly meet someone in elevator, office, etc.
- When setting-up an informational interview

WHAT DO EMPLOYERS WANT TO SEE?

How are you supposed to know what an employer wants to see in a potential employee? The answer is actually quite easy to find: **The job or internship posting lists the exact qualifications the employer is seeking.** Work those industry keywords and phrases into your 30 second commercial, resume and cover letter.

Also, recruiters in a 2015 survey said they are most influenced by these attributes on college students’ resumes (in order):

1. **Experience.** 60% of recruiters expect an internship; 40% expect any work experience (for seniors, recent grads)
2. **You held a leadership position.** Employers are drawn to candidates who have taken the lead over people, events, or club operations, whether as an RA; club President, etc.; or more broadly, as a team leader who organized volunteer events, class projects, service trips, etc.
3. **Your major.** Some employers require certain majors for internships and jobs.
4. High GPA (3.0+).
5. **Involvement in extracurricular activities** (sports, clubs, government associations), which help show you’ve honed “soft skills” (communication, teamwork, time-management) through well-rounded involvement outside of the classroom.

Source: 2015 Job Outlook, National Association of College and Employers

NOW CRAFT YOUR OWN:

- I am a _____ at La Salle University majoring in _____.
Undergraduate/Graduate Student *Major(s)/Concentration/Minor*
- I am currently working/interning/have a rotation at _____ as a _____.
Company *Role*
- I have experience in _____. For example _____.
Leadership, software, management, teaching, etc.
- I am responsible for/have accomplished: _____.
Briefly list major accountability expressed in terms of outcome
Summary of prior experience, if relevant
- I bring three key strengths to each position I have held: a) _____
b) _____ c) _____ I currently/will be looking for _____.