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Effective Written Pitch Tips

What is a written pitch?

One of the keys to successful networking, interviewing, and Virtual Job Fair success is to make a strong first impression. Often, your first opportunity to make this impression is in response to the question “Tell me about yourself.” While this question may not be directly posed in the Virtual Job Fair format, having your answer ready will be invaluable in introducing yourself properly to the virtual recruiters. This is your personal “commercial.” It is essentially an overview of your experience, skills, strengths, accomplishments and goals—all in a few lines of text!

What should I include in my written pitch?

The structure of a written pitch generally follows this similar pattern:

1. Introduce yourself, if appropriate.
2. Discuss your education and relevant experiences.
3. State a strength or skill in which they would be interested.
4. Follow that with an accomplishment (or two) that proves you have that skill. It can be related to school, work, a volunteer experience, an activity (like Eagle Scout), etc.
5. Describe your employment goal. What are you looking for now and/or in the future?
6. *Most importantly, tell how you can immediately benefit the company.*

Some other tips for a great pitch include:

- Write a summary of what you want people to know about you that can be delivered in less than 30 seconds when spoken aloud.
- Make it upbeat and concise; who you are, what you do, what you’re looking for.
- Share basic information about yourself and your career interests.
- A good pitch makes your heart race, shows your sincere commitment and your passion to succeed.

Virtual Job Fair Tips: How to best utilize your written pitch:

- Write your pitch out beforehand and have someone evaluate it and provide feedback
- Leave your pitch open ended, so that recruiters have an ‘in’ to the conversation
- It is acceptable to post your written pitch in the group chat. This way, if an employer is interested in learning more, they can reach out to you directly for a one-on-one conversation.

Remember that you must be using a desktop computer if you would like the opportunity for an audio/visual chat.

Sample effective written pitches:

Hello, I’m Carrie Jones. I’m a senior here at UT Arlington and I am majoring in English. I am very interested in a marketing career and I just completed an internship in the Marketing Division of ABC Company in Dallas. I’ve also taken some courses in business marketing. I’m interested in talking with you about marketing opportunities with your organization.

Hello, my name is Aditya Agarwal and I am graduating this December with a degree in Psychology. I am interested in Sports Administration. I am on several campus committees devoted to promoting and producing sporting events, both intercollegiate and intramural. My ultimate goal would be to land in sports marketing and sponsorship sales, but I am also interested in other areas. I would love to show you how I can help your company.

Hello, my name is Dominique Johnson, and I am an engineering and computer science major. I am seeking a part-time job or internship for the summer and hopefully having the chance to stay on afterwards. I practice coding in my spare time and very involved with multiple organizations on campus. I would love to talk with you more about how I can benefit your organization!