



career guide

your 30-second commercial

ASU Career Services offers a comprehensive online Career Guide designed to help you evaluate career options, learn about internships and launch your career. The Career Guide includes detailed information about cover letters and resumes, interviewing, business etiquette, portfolios, graduate school admission processes, effective job and internship search strategies and more. Visit the Career Guide at asu.edu/careerguide

A 30-second commercial can be used to introduce yourself at career fairs, respond to "Tell me about yourself", and answer "Why should we hire you?" Write down your ideas and practice saying them out loud. It's a great way to sell your skills in a very short time!

Hello My Name Is: _____

I am interested in: _____

I have experience or coursework in: _____

My strongest skills are: _____

I am looking for information about opportunities in: _____

Example:

Hello, my name is Jennifer and I'm interested in the Human Resources field. I have experience as a Vice President of a student organization where I interviewed and oriented new members, and organized several fund raising events. My skills in communication, problem solving, and working as a team member come into play on a daily basis working in food service. Additional business courses have supplemented my Communication degree and increased my knowledge of and interest in Human Resources. I'm looking for more information about what your company looks for when hiring HR managers.