

Share Your NEWS

Imagine yourself at an internship and job fair or networking event.
What would you say to the employer to market yourself?

Use NEWS to put together your 30-second commercial or elevator speech.

Name	Hello, it's nice to meet you. I'm [your name].
Education	I am a [your class year] at Kutztown University completing a Bachelor's degree in [your major] this May.
Work - Internships - Related Experience - Job Shadowing - Research	I recently participated in an internship working in marketing at [company] where I worked on a campaign to launch a new product. I have also contributed to a project at [company] where I coordinated the design and implementation of an online survey and the facilitation of a focus group. I am involved in several groups on campus and frequently volunteer to help with event planning using my social media expertise and communication skills.
Skills	I am known for strong planning, interpersonal, social media, and writing skills.

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Helpful Tips

End with a question to engage the professional/recruiter in conversation.

In the elevator you might ask, 'I would like to talk further with you about my interest – is there a preferred way to contact you?'

At a career fair you might ask, 'Can you tell me more about your current needs in the [area of interest] area?'

At a networking event you might ask, 'What do you like most about your current position?'

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