

St. Catherine of Siena Church Support Circle

How to Introduce Yourself in 30 Seconds

During a job search, how you introduce yourself and express the kind of job you are targeting are key to helping the person on the “other side” of the conversation determine how s/he might be helpful. This takes about 30 seconds.

Here’s a guideline to demonstrate how you can more effectively communicate your job search objective during networking and interviewing. Develop your own introduction as if you are answering five questions, as per this example:

5 Questions to answer

Example of a 30-second intro

Who are you, and what is your job search? *"I'm Bill Smith, and I am seeking a marketing position in the IT healthcare sector"*

What is your most recent position? *Most recently I was senior program manager in healthcare and life sciences for Global Software Solutions Corporation*

What are your key skills and competencies? *My strongest skills and competencies are in strategic planning, competitive analysis, market research, marketing/PR communications, and sales support/ tools development*

What kind of prior company experience? *Previously I held marketing roles in the IT healthcare sector with Smithfield IT Consulting and Digital General Company*

What are your three proudest accomplishments?

At GSSC, I developed a new incentive program to support business partner campaigns, generating more than \$50 Million revenue in the first year.

At Smithfield, I launched a new information network consulting practice, generating \$500,000 in new custom research projects.

At DGC, I established the company's first industry marketing program generating 80% growth in health care sector revenue over five years"