

# Me-in-30-Seconds Statement

## What is it?

A Me-in-30-seconds statement (aka elevator pitch) is a brief description of your work background.

It may include work experience, special skills, education, and training. It should contain your most positive points and always be tailored to the job description and the culture of the company.



### Example 1 - Creative

"I grew up on a farm where I developed a strong work ethic and learned to do a job well and promptly. Because of this experience, I find satisfaction in going above and beyond what is expected. This is also what I have done as a graphic design student at BYU-Idaho. I created brochures for nonprofit organizations which helped these entities to increase their credibility and the community's awareness of their services. But my favorite part about this position was the opportunity to be an effective team-player and communicator with people from very different backgrounds. I also enjoyed watching one small idea grow into something great as a result of everyone's contributions."

### Example 2 - Business

"When I turned 18 years old, I realized I had a passion for Digital Marketing and I decided to explore as much as I could. I've done several certifications in this area on LinkedIn including SEO, advertising on Instagram, and digital marketing foundations. I have an Instagram page with over 30,000 followers and keep trying new ideas to gain more followers. I built an educational page on Instagram organically through SEO optimization, reaching 14k followers in 6 months. I ran ads on Facebook, Instagram, Google, YouTube, LinkedIn, and TikTok. I am also well versed in Adobe Photoshop, InDesign, Illustrator, and Premiere Pro, which I have used to create post templates, thumbnails, tutorial videos, infographics, and social media posts."