

⑫ Data Scientist Career Guide & Interview Preparation

Module 1: Build a Foundation

1a Soft Skills

- Communication & Presentation skills
- Critical Thinking
- Creative Thinking (Innovation)
- Storytelling
- Collaborative approach.
- Diligence & Tenacity



- 1) Build portfolio to showcase
- 2) Build case studies
- 3) Read, write, share
- 4) Build deeper knowledge and share it on social platforms
- 5) Show what impact value you bring (quantitative, qualitative)

1b

Build your Portfolio

Welcome to Build Your Portfolio. After watching this video, you will be able to: Identify the importance of a portfolio. Explain how to build a portfolio. List projects to add to your portfolio. Study can help you in getting a job, but you will have to put in some work as well. Many courses will equip you with job-oriented skills, and you can certainly use their certificates to enrich your resume. You can also display

your knowledge during an interview. However, a professional portfolio is an effective tool

to highlight your skills and demonstrate your ability to grow, and an employer can take time to examine it carefully. Employers are looking for a range of skills, technical abilities, an ability to communicate, and an understanding of good business practices. All of these can be demonstrated in a portfolio.

Examples

of relevant previous work might include: If you have enrolled in a degree program, you can add your research or a capstone project to your portfolio. Many people work as freelancers to gain experience, and if you have permission you can include freelance work. If you have permission, any experience and projects that you have worked on as an intern may be worth including. As you acquire additional data science skills, you should try to work on compelling and increasingly complex projects. If you have worked or interned somewhere and worked on a project that is now launched, note you have worked on it and include a link if possible. You can also look at the job descriptions that you're targeting, pull out the key skills that they require, and build projects around those skills. Here are **some more ideas for**

creating portfolio content: When you want to understand something on

① a deeper level, building on the success of predecessors is always a great idea. One example might be coding a neural network from scratch using a research paper. This shows

your ability to understand the benefit of research papers and the ability to code your own

② algorithm without using a predefined library. There are many data challenges hosted by Kaggle, Hacker rank, Leet code, and so on. These competitions are normally focused on real-world problems. Participating and documenting them in your portfolio can be

③ promising if you rank high in the competition. If you create content in the form of a blog or vlog, you should include links to it. This is a terrific way to demonstrate soft skills as well as displaying your technical knowledge and

④ your ability to share with other professionals. You can include course projects or hobby projects

in your portfolio by adding a few more details and features. For example, including error logging

and handling if the project doesn't have it. Here are **six steps that can help you**

build a

strong portfolio by creating some new projects: To build a portfolio for the job

you want, start by understanding which skills you will need

to demonstrate. Studying current listings will typically show you which skills are best

to highlight in your portfolio projects. When generating your own project ideas,

- think about the issues you're curious about and how engaging relevant data sets could shed light on a problem. You can also find inspiration from other people's projects by visiting data science communities. When you have decided on an idea for your project,
- (c) you will need data. Use a real-world data set, since real data sets are messy and you'll need to do some cleaning. Check online repositories that offer free and open access to enormous amounts of public data. Some useful resources include Data.gov, Reddit Datasets, GitHub's Awesome Data, and Google Dataset Search. After you have chosen a research question and a data set to work with, clean up the data and perform exploratory data analysis (EDA). This step presents opportunities for you to highlight creative thinking and problem solving by exploring multiple angles, finding supplemental data sources, and using compelling visualizations. When you have clean data, start applying models to solve your problem. It's smart to have several projects that display the breadth of your skills and interests hosted on GitHub. GitHub is accessible and familiar to most professionals in technical fields. You can deploy your code on GitHub pages and use basic HTML templates to make the code look professional. Be sure to have some sort of README.md with a description of your project, that shows your understanding of how to communicate results. In this video, you learned: A portfolio is an excellent way to showcase your work and skills directly because employers value what they can see in your portfolio and how it reflects what you can do. There are many types of work that you can include in your portfolio to good effect. You can build new projects to make your portfolio stronger. Having a strong resume is primary for job seekers, but there is more than one way to show off your skills. A portfolio can show what you can do in a practical, hands-on way. It is important Your portfolio should be grown and updated constantly

► What makes a strong data science portfolio

- ① Kaggle competition
- ② Github Profile
- ③ Stack overflow reputation
- ④ Publish on outlets like YouTube

- ② Apply personal interest to reach meaningful conclusion
- ③ Emphasize the outcome

- ① Extract insights from a real data set
- ② Show how the solution offers value to the audience and stakeholders.
- ③ How you communicate that your solution offers value is essential key.
- ④ Find a problem that interests you and create a hypothesis. That hypothesis will help you locate a dataset.

- ① Past experience in data visualization and analysis.
- ② Share code & collaborate with others using GitHub.

1c

Draft your Resume

Welcome to Draft Your Resume. After watching this video, you will be able to: Compose a basic resume Determine what you should include in your resume List your skills and experience appropriately and with good organization Identify how to optimize your resume for automated tracking and search engines Technical fields have many job opportunities available, but they are very competitive, and you will need to market yourself to find the role you want. To land a position, you will need a plan to stand out and capture the attention of potential employers. Regardless of the methods in your approach, you will need a good resume that lays out your skills and experience concisely and effectively. Your resume, along with your portfolio, will create the first impression that potential employers will have of you. As with your portfolio, your resume must be carefully designed to showcase your strengths and competence in the field. Contrary to what many people believe, your resume should not be a paper version of your portfolio. Your portfolio and resume should be in alignment so that they complement each other. Your resume should also be closely aligned with your LinkedIn profile, which should contain the same information. Before discussing the nuts and bolts of writing a resume, here are a few tips to remember: Try to keep your resume brief. If you have a lot of relevant experience, two pages are acceptable, but try to avoid more than two pages. If you use a bulleted list, bullets should be informative but concise. Consistently use present tense for your current position and past tense for all earlier projects. Check your spelling and grammar carefully. Have a friend proofread your resume if possible. Double-check your contact information and provide a professional-looking email address. The work experience section will usually be the largest part of your resume. It may either precede or follow a projects section, depending on which you would like to highlight more. Applicants newly out of school may also highlight the education section if it contains a lot of relevant information. The order or placement of the information may also vary across template designs. When providing information about your work experience, follow this pattern with your statements: use an action word, then the task you worked on, and then the result in quantifiable terms if possible. For example, "Deployed improved database design, which increased efficiency by 25% and saved 15% in storage." Some action words include initiated, constructed, converted, deployed, led, and designed. Of course, you may think of others. If you are new to the job market, it may make sense to include a Projects section. In it, you can list projects you have done that might not fit clearly into a job role. Eventually, when you have more work experience, this section won't be needed. Including a section that lists your skills

specifically helps to highlight them since your past job descriptions might not make them clear. Include only technical skills that are relevant to the type of position you're looking for. List as many of your skills as you can think of and include any software and tools. Then when you want to apply to a specific job, review the job description and delete the skills not required in the role. You can always add a few additional skills that will help you stand out, but don't overwhelm the employer with too many listed skills. Depending on the format of your template, the skills section can appear as a list or may include a graphical representation of the level of mastery in each skill. An Education section will highlight your formal study history. Enter your education history in the following format: Degree Type and Major University Name Year Graduated GPA and any honors you earned if you prefer If you have hobbies or interests that

are relevant to a particular job, these may help boost your resume. However, if you are

applying for a job in which you have considerable professional experience and skills, they aren't necessary. In fact, they can be distracting and overly personal. You should consider putting

hobbies and interests on your resume only when: You have limited work and educational experience. You have limited skills related to the job for which you're applying. A job posting lists responsibilities or duties

that align with your hobbies and interests. Other additional sections that may be

useful include conferences, publications, awards, and technical training and certifications. Include these if they are relevant to a position, but don't include them if they are merely padding. Excellent communication and presentation skills go hand-in-hand with the technical skillset required to succeed in data science. As the number of free and available eye-catching

templates has increased and publisher software grows more robust, creating a visually

attractive resume is easier. However, in a data-driven world, there are other points to consider. In addition to having relevant content and visual appeal, your resume should be easy for applicant tracking system (ATS) software to find. ATS software is widely used in technical fields. It simplifies the process of selecting qualified candidates by automating the job of sorting through thousands of job applications. The software finds keywords and advances qualifying candidates further into the job application process. Unfortunately, most resumes

formatted with multiple columns, images, and creative layouts or designs will not be read correctly. Simply put, ATS software is less likely to accurately read the example on the right, which can lead to a qualified applicant losing a chance to be considered. Tips for creating an "ATS-friendly" resume include: Align your terms with those on job postings. Be sure you're using the same words

most people in the industry use. Don't use keywords randomly. ATS software can detect keywords placed out of context. Make your resume scannable. Organize the

information well and keep descriptions concise. Make sure your contact information

is at the top of the page. Search engine optimization, or SEO, is the process of writing web content so that it ranks higher in web searches. You can aim to

incorporate SEO and ATS-friendly elements into your resume to boost its online searchability.

Often the principles that apply to making your resume readable by an ATS will be the same

as making it findable by search engines. Here are some principles for making your resume

easily read by ATS software and search engines: **Use keywords purposefully.**
Include them

in normal text, and don't just list them somewhere on your page. If your resume does

not contain phrases or terms that search algorithms are set to find, your content

will not appear among the search results. Keep up with **emerging terminology and acronyms**, and make sure you refer to skills or technology using common terminology. **Provide relevant links** and regularly verify that they work. You may want to incorporate **links to your social media profiles** if you are using them as platforms to build community with colleagues

and other professionals in the industry. Be sure everything in your social media profile is

something you want a prospective employer to see. **Avoid using large image files** in your portfolio or resume. **Add alt-text to every image, photo, and graph** you incorporate into your portfolio and resume. Users and website visitors who

are visually impaired rely on alt-text and screen readers to understand graphic content, and this also adds keywords. Almost all ATS software works best with Microsoft Word, and many companies only accept resumes in this format, so you should

have a Microsoft Word version of your resume. Alternate versions of your resume may be

provided in many other formats, including: Graphic Plain text Braille PDF or accessible PDF In any language other than English In this video, you have learned: Your resume is the first impression you make on an employer, so it's important to make it great Effective resumes follow best practices for how sections are organized and written.

You've learned how to do this ATS and SEO software is in common use, and your resume must be easy for

these systems to scan and find A resume is your front-line tool in finding a job. Spending some time and effort to create a good basic resume that you can tailor to any job is well worth doing.

Draft Your Resume

1d

Estimated time needed: 60 minutes

Welcome to the hands-on lab for Draft Your Resume. In this lab, you will go through the steps of drafting a basic resume. This resume will contain the common sections and building blocks in a typical resume, and you can edit it later to include specifics about a particular job you want to apply for.

Learning Objectives

After completing this lab, you will be able to:

- Create a basic resume
- Describe how to edit the resume to fit different job applications

Prerequisites

You will need the following to complete the exercises in this lab:

- Word processing software
- A source of information about your past work experience and skills
- An example job listing to practice tailoring the resume to a specific role

Keep in mind

- You will probably want to keep a copy of your resume in Microsoft Word (.doc) format, since it's the format companies will ask for more than others. It's also useful to save the resume in plain text, because that will make it easier to cut and paste into a website field.
- Try to keep your resume brief and succinct. It should very rarely be longer than two pages.
- You can use your example job listing to edit the information in your resume and practice tailoring it. You will probably do this most times that you apply to a new job.
- As you work, highlight the parts of your resume that are likely to change. This will make it easier to find and change them in the future.

Should you use a template?

Many resume templates are available online and elsewhere, and these can simplify composing a resume and giving it an interesting layout. However, you need to use caution because many of them are not readable by applicant tracking software. If a potential employer is using that software to screen incoming resumes, they may miss your resume if it can't be scanned. It's better to draft your resume in a plainer format and have that on hand – you can always paste it into a template later.

Exercise 1: Contact information

In this exercise, you will open and start your resume.

1. Open a new document in your word processor.
2. Write your name at the top. This is usually centered on the page, although it could be flush to the left. Use your legal name, or a nickname if that is what you're usually called in professional situations.
3. Under your name, write your contact information. Include a phone number and email address at least. A street address is not necessary, but your town and state can be helpful. Carefully check that your phone number and email address are correct. Also, make sure your email address looks professional.
4. Include links to social media or websites if you are using them for professional networking. Be sure everything on these accounts is something you want potential employers to see.

Exercise 2: Write a summary

In this exercise, you will write a summary of your resume.

The top of the first page of your resume is the most important part of it. A manager will only look at each resume for a few seconds before deciding whether or not to continue, so catching their attention quickly in the top section is crucial.

1. You can start with a one-sentence description of who you are and what you are looking for. For example:

Data science graduate looking for an entry-level position in the field of medicine and health care.

2. Add a section where you list your specific technical skills. You will definitely edit this section to fit different job listings, but for now, include whatever skills you can think of. This can include skills specific to your field (such as machine learning expertise) and other specific skills (such as languages and tools you know how to use).

Exercise 3: List professional experience

In this exercise, you will compose the largest part of your resume, your professional experience.

1. Start with your current or most recent position. List your title, the company, and the date you began and ended the job.
2. When providing information about your work experience, follow this pattern with your statements: use an action word, then the task you worked on, and then the result in quantifiable terms if possible. Some action words include *initiated, constructed, converted, deployed, led, and designed*. For example:

"Deployed improved database design, which increased efficiency by 25% and saved 15% in storage."

3. Include the major tasks and duties you performed in that position, but stay aware of length. You don't want to overwhelm, and you should keep your whole resume to under 2 pages, so concentrate on the most important or relevant information.
4. Working back, list all of your previous roles in reverse chronological order. Write them out the same way you wrote the most recent job. If you have more than 8-10 years of experience, only list the most recent few years.

Exercise 4: List your education

In this exercise, you will include your educational credentials.

1. Write in your educational achievements. You will want to list any degrees you've earned, of course. List the school, the degree, and the major. You may want to add significant focuses or classwork you completed as well. Dates can be useful, but they can also indicate your age and lead to discrimination, so you may want to leave them out.
2. Add any other educational content you may have, including certifications, standalone courses, and so on, if you have them.

Exercise 5: Optional sections

There are some sections you can add to your resume if you are new to the job market and don't have a lot of work experience to list.

- If you have independent projects, you can list them in a Projects section. This can highlight your skills and some ways you have used them outside a professional setting. Include links to this work if possible, especially if it's part of your portfolio.
- If they are relevant, you can add conferences attended, professional publications, and awards.
- You can add sections for hobbies, interests, or volunteer work, but only include these if they are directly relevant to the position you're applying for in some way.

Tips

- There are some features you should leave off your resume. One is a photo - unfortunately, it may lead to discrimination. Another is your references; you may change them or select different references for different jobs, so provide those separately when asked.
- Be sure to have a friend proofread your resume before you use it. You want to make the best impression, and some employers may even remove you from consideration if your resume is full of mistakes.
- If you have a cloud storage space like Google Docs or Dropbox, save your resume there so that you can always find it easily using any device.

Conclusion

Well done! You have created a basic resume. Now you can use it to edit and submit with your future job applications.

Author(s)

Marty Hale-Evans



Skills Network

Draft Your Basic Cover Letter 1e

One of the most important items to develop when you begin a job search is a basic cover letter. It's a good idea to draft a basic cover letter before you start applying for work. You'll adapt the letter to each position and application, of course, but you can start with a basic template.

Your cover letter will work along with your resume to introduce you to a prospective employer. It should briefly introduce you and make a case for why you would be a strong candidate for a particular position. Don't repeat all of your qualifications — your resume and LinkedIn will contain the details. Just include enough information to show that you are well qualified and interest the reader enough to schedule you for an interview.

To write a basic cover letter, open with a greeting and address the letter to a specific person whenever possible. If you don't know a name, address it to the title of the person you hope will see the letter, such as "Dear Hiring Manager". Use correct business punctuation.

Example

Dear Ms. Ericson:

In the first paragraph, state the title of the job to which you're applying, and why you feel you might be a good fit. It's also sometimes useful to mention where you saw the job listed or who referred you, and it can be very effective if you can express why you are enthusiastic about the company.

Example

I was excited when my colleague Janna Navarro told me your company had an opening for a Data Analyst 2. I have admired the products developed by Torotoni Software for many years, and I would be very interested in joining your team. I am a data analyst with 3 years of professional experience and skills that match your needs, and I think I would be a strong candidate.

Next, build a case for your strengths as a candidate. Cite a few examples from your experience that match the skills they mentioned in the job listing; draw parallels between the listing and your resume and portfolio. Quantify your experiences when possible. However, keep this brief and focused. Pick some best examples and keep some of your work to discuss further when you interview.

Example

In my most recent role, I maintained and extended a mission-critical database and prepared a weekly report of changes and trends for stakeholders. I also worked with the coding and management teams to improve functionality of the database by 45%, advised on compliance issues, and supervised the work of 2 interns. I know SQL and Python, have intermediate proficiency in Hadoop and Apache Spark, and have used Tableau software for visualization.

Finally, close by restating your interest, say you hope to meet with them further, and then add a polite signoff.

Example

Thank you for your consideration. I would love to bring my skills to Torotoni Software, and I'm eager to discuss the contributions I can make to your team.

Best regards,

Olivia Torvald

On a practical note, you will want to save your letter in Microsoft Word format because many companies prefer it. You will also need a plain text version so that you can easily copy and paste the text into an online application form. It can also be useful to save it as a PDF file (although you'll have to create a new version every time you modify the letter). Have a friend proofread your letter so that you're not embarrassed or even eliminated because your letter is full of errors.

Writing this letter in a modular and straightforward way will make it easier to adapt later, since you will want to change some of the text to fit each role you apply to. Like a news story or a headline, writing clearly and concisely will catch the interest of a hiring manager; making a good case for yourself as a candidate will motivate them to read your resume and, hopefully, call you for an interview.



Skills Network

Create Your Cover Letter

1f

Estimated time needed: 30 minutes

Welcome to the hands-on lab for Create Your Cover Letter. In this lab, you will go through the steps of creating a basic cover letter. This letter will contain the common sections and building blocks for a good cover letter, and you can edit it later to include specifics about a particular job you want to apply for.

Learning Objectives

After completing this lab, you will be able to:

- Create a basic cover letter
- Describe how to edit the letter to fit different job applications

Prerequisites

You will need the following to complete the exercises in this lab:

- Word processing software
- A source of information about your past work experience (a resume might be useful)
- An example job listing to practice tailoring the letter to a specific role

Keep in mind

- You will probably want to keep a copy of your letter in Microsoft Word (.doc) format, since it's the format companies will ask for more than others. It's also useful to save the letter in plain text, because that will make it easier to cut and paste into a website field.
- You can do this lab with pen and paper, but it will be easier to keep and edit your text in electronic form. That way, you can consider it like a template.
- You can use your example job listing to fill in the information for your example letter about title, qualifications, contact person, and so on. You will edit the letter when you use it to tailor it to a new job listing.
- As you work, highlight the parts of your letter that are likely to change, such as the job title. This will make it easier to find and change them in the future.

Exercise 1: Begin your letter

In this exercise, you will open and start your letter.

1. Open a new document in your word processor.
2. Select an opening for your letter and type it in. For example:

Dear (manager):

In this case, (manager) is a placeholder; when you write your real cover letter, you can replace it with the name of the contact for the specific job.

Exercise 2: Write your first paragraph

In this exercise, you will write the first paragraph of your letter.

1. In the first paragraph, state the title of the job to which you're applying and why you feel you might be a good fit. It's also sometimes useful to mention where you saw the job listed or who referred you. It can also be very effective if you can express why you are enthusiastic about the company.

I was excited when my colleague Janna Navarro told me your company had an opening for a Data Analyst. I have admired the products developed by Torotoni Software for many years, and I would be very interested in joining your team.

2. End the paragraph with a brief sentence introducing yourself. This forms a transition to the next paragraph, where you'll expand on it.

I am a data analyst with 3 years of professional experience and skills that match your needs, and I think I would be a strong candidate.

Exercise 3: Write the main body of the letter

In this exercise, you will compose the main part of your letter.

In this section, you should build a case for your strengths as a candidate.

- Cite a few examples from your experience that match the skills mentioned in the job listing.
- Draw parallels between the listing and your resume and portfolio. Quantify your experiences when possible.
- Keep your text brief and focused. Pick some best examples and save some of your work to discuss further when you interview.

In my most recent role, I maintained and extended a mission-critical database and prepared a weekly report of changes and trends for stakeholders. I also worked with the coding and management teams to improve functionality of the database by 45%, advised on compliance issues, and supervised the work of two interns. I know SQL and Python, have intermediate proficiency in Hadoop and Apache Spark, and have used Tableau software for visualization.

Exercise 4: Close your letter

In this exercise, you will close your letter.

Keep this simple. Essentially, you should:

- Restate your interest and your hope to meet with them further.
- End with a call to action.
- Choose a polite closing and sign with your full name.

Thank you for your consideration. I would love to bring my skills to Torotoni Software, and I'm eager to discuss the contributions I can make to your team. Please call me at your earliest convenience.
Best regards,
Olivia Torvald

Tips

- Be sure to have a friend proofread your letter before you use it. You want to make the best impression, and some employers may even remove you from consideration if your letter is full of mistakes.
- You can use the text you created in this lab for any cover letter, whether you send it by email, print it and send it by post, or paste it into a website application. Of course, if you plan to send your cover letter by post, you should format it correctly as a business letter. Consult an outside source to see how to properly add your address, the business address where you are applying, and business letter formatting.
- If you have a cloud storage space like Google Docs or Dropbox, save your cover letter there so that you can always find it easily using any device.

Conclusion

Good work! You have created a basic cover letter. Now you can use your letter to edit and submit with your future job applications.

Author(s)

Marty Hale-Evans



Skills Network

Gathering References

In addition to your resume and portfolio, you'll find it useful to have some other materials at hand when you prepare to look for work. Having these resources on hand will help make the process faster and easier. In this course, you will explore three materials in particular:

- A basic cover letter that you can tailor for each position you apply to
- An "elevator pitch," which is a short description of who you are and what you're looking for that can be useful in many situations
- A list of references who can vouch for your past experience

All of these will be useful, so it pays to work on them at the beginning of your job-seeking process.

References

Let's begin with references. Many employers will ask you to provide references at some point in the interview process, so it makes sense to collect them ahead of time. This will also give you chance to contact your chosen references to make sure that they are willing to talk to prospective employers on your behalf. You can also gather current contact information and their permission to share that information.

Generally speaking, you will need information from each reference. An example of an information list for a professional reference are:

- Name
- Title
- Company
- Mailing address
- Phone number
- Email address

Be sure to keep a directory of your references with their contact information somewhere you can easily find it.

Professional references

Professional references are people who can comment on your past work history. Usually, they should be managers who worked with you and can discuss what you did at past jobs. Note, however, that some managers are prohibited by company policies from discussing the details of your work and can only verify that you worked at the company and your start and end dates.

Most employers will prefer to talk to your supervisors as professional references, but you can also list:

- Colleagues if they worked closely with you.
- Professors who are familiar with your classwork if you have a short work history.
- People who have supervised or worked with you on a volunteer project.

Personal references

Personal references are people who can talk about your personal character, trustworthiness, honesty, work ethic, and so on. These are rarely needed in modern interviews, but it doesn't hurt to gather some just in case. They should be people who know you well but are not part of your family. As with professional references, gather their contact information and make sure they don't mind being contacted.



Skills Network

Drafting Other Materials – Elevator Pitch 1h

An "elevator pitch" can be one of your most effective tools. It's a short, easily memorized statement that describes yourself, some of your key features as a job seeker, and your goals. You can use it in a spoken or written context to help introduce yourself effectively.

Even though employers are unlikely to ask you for an elevator pitch directly, having one ready will help you in many situations. It can help you draft a cover letter, speak easily to a potential hirer when you network at an event, answer general interview questions such as "tell us about yourself," and so on. In an interview, it will help you seem poised and prepared.

Your elevator pitch should answer three questions:

- Who are you?
- What do you do?
- What do you want?

Example

"Hi, I'm Jonathan Bittmann. I'm a data scientist working toward a move into management. I've spent the last six years as a data analyst for a cloud development company, where I've developed my skills in programming and served as team leader. While leading several successful project teams, I became interested in data science management and have gone back to school to earn a business administration degree. While I'm working on that, I'm looking for a position in project management so I can put my learning to use. I'm very interested in the work your company does and I think I could bring a lot of expertise and leadership to your organization. Could we meet to discuss the open project manager roles you currently have?"

Let's break it down and see how you can write an elevator pitch of your own.

Who are you?

Start by introducing yourself with your full name and add your preferred name if you have one. If you're in a face-to-face situation, this is a good time to offer a handshake. Follow this with a statement about your career title and current situation.

What do you do?

Provide a few key pieces of skill or experience that set you apart and make you an interesting candidate. Don't try to list your whole resume – pick a highlight or two about your recent experience. When you've decided on your points, arrange them in a way that makes sense; you want to tell a story, not just list bullet points. Making a story out of your points quickly engages your reader's or listener's interest.

What do you want?

Finish with an action request. This could be asking for an interview, stating why you're interested in a particular position, or even just asking whether your statement covers the question they were asking. The idea is to encourage the other person to engage with you, not just listen to what you've said. This will definitely depend on the context and setting, so think of a few possible endings.

While you're composing your elevator pitch, use natural-sounding language and avoid jargon. You should sound comfortable when you speak it, so remain professional, but use your own phrasing. Additionally, your pitch should be easily understood by many people; this will make it useful in many situations.

After you write your pitch, work to memorize it. Practice your pitch until you are comfortable and can easily deliver it verbally. Slow down and speak clearly. Being nervous will likely make you speak more quickly, so practice slowing down and enunciating. Find a friend who will help you memorize it and practice speaking it. Maybe you can work together on developing elevator pitches for both of you.

You'll want to be able to use the pitch in many situations, but sometimes it will make sense to tailor it to the context you're in, such as changing what you request or highlighting slightly different experience. Write the pitch so that it's broadly useful but be ready to tailor it as needed.

An effective and well-rehearsed elevator pitch can be extraordinarily useful in your job search. The payoff for having one ready can be enormous, so it's well worth investing the time to develop one.



Skills Network