

Apply your skills to a workplace scenario

Prepare a portfolio for job interviews

Prepare for digital marketing and e-commerce interviews

Answer interview questions

Develop an elevator pitch

Video: Develop an elevator pitch
3 min

Reading: Learn more about developing an elevator pitch
20 min

Practice Quiz: Activity: Draft an elevator pitch
1 question

Reading: Activity Exemplar: Draft an elevator pitch
10 min

Discussion Prompt: Share your elevator pitch
10 min

Reading: Learn tips for interviewing remotely
20 min

Video: Nami - Job interview guidance
4 min

Video: Jesse - Overcome imposter syndrome when preparing for interviews
5 min

Practice Peer-graded Assignment:
Activity: Create an e-commerce portfolio and present it to your peers
1h

Review: Prepare for jobs in digital marketing and e-commerce

Course review: Satisfaction guaranteed: Develop customer loyalty online

Learn more about developing an elevator pitch

When interviewing with potential employers, it's important to communicate who you are, your value as an e-commerce or digital marketing professional, and what you're searching for in a job. A simple way to do this is with an elevator pitch. An **elevator pitch** is a short, memorable description that explains an idea, business, or service in an easy-to-understand way, typically in 60 seconds or less (the average amount of time of an elevator ride).

While an elevator pitch is usually specific to an idea or a product, you can also use it to sell yourself as a professional to potential employers. In an interview, a strong elevator pitch can be used to stand out to your interviewer. It can be used to help explain why you're a good fit for the role or to answer the popular interview question "tell me about yourself." This reading helps you prepare your elevator pitch to sell yourself and the value you can provide as a digital marketing coordinator or e-commerce analyst.

Provide an introduction

Start by providing an introduction. Introduce yourself and give a brief overview of your professional background. Explain some job roles you've had, your years of work experience, and the types of industries you've worked in. If this is your first job in digital marketing or e-commerce, mention some of your past roles that are unrelated.

Describe your work-related background

Even if you're interviewing for your first internship or job in digital marketing or e-commerce, it's important to clarify that this is what you want to do as a career.

For example, you could say, "I want to apply my excellent retail and customer service skills to create e-commerce shopping campaigns for shoppers worldwide."

Show your excitement

This is where you share your passion for the field and why you want to work in the industry. If you're motivated to sell products online, mention that. This is also a good time to talk about your goals.

For example, you could say, "I love digital marketing because it allows me to research keyword trends that people are interested in. Long term, I'd love to develop my knowledge of search engine optimization."

Communicate your interest in the company

Communicating why you are interested in the company—and not just the role—is a great way to help the interviewer recognize that you are knowledgeable about the company.

For example, if you were interviewing for a position for Google's Shopping team, you could say, "Google Shopping helps connect millions of people to the products they desire or need. As a long-time Google Shopping user, I'm looking forward to the opportunity to be a part of that mission and provide outstanding support."

Elevator Pitch Examples

To bring the structure of an elevator pitch to life, check out two examples of elevator pitches at Google. The first is by Sean, a Marketing Manager on the Google Ads team. The second is by Joi, an Associate Product Marketing Manager.

Sean

Marketing Manager, Google Ads

I'm Sean, a Marketing Manager for Google Ads, with over a decade's worth of experience in the field of digital marketing, most of that with Google.

When I went to school, I didn't even know this industry existed. I majored in English because I liked reading and writing. My first employer in digital marketing took a chance on me because of my experience with client management and spreadsheets, and they figured they could teach me about digital marketing. I'm glad the industry and I found each other.

Google is always innovating, which means when you work in this field you never stop learning. My first company actually ran a blog all about the latest changes to Google Ads (then called AdWords), and because of my English degree, I took a keen interest in the blog. In a few months, I was managing the blog, and it was through my posts on that site that Google found me.

It's been wonderful to be on the team that announces the latest changes and updates to Google Ads. Because of my hands-on experience buying ads myself, I can immediately see how somebody's workflow will change after an announcement. I love being able to tell Google's story to our advertisers so that companies of all sizes can continue to find success and grow their businesses.

Joi

Associate Product Marketing Manager

I'm Joi, an Associate Product Marketing Manager at Google with 10 years experience as a content creator for YouTube and organic social channels.

Outside of work, I run my own beauty e-commerce business, an experience that has helped me develop a plethora of skills around digital marketing and paid advertising, project management and operations.

My entrepreneurial mindset paired with my love for creativity is what led me to a company like Google. I thrive in ambiguity and love strategizing and solving problems from the ground up.

Key takeaways

Creating a 60 second or less elevator pitch is a great tool to use to quickly share who you are. Use an elevator pitch to introduce yourself to career and business connections in the future. You can even use your elevator pitch in other types of situations, like meeting new friends or new colleagues.

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