

1.  
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).<sup>[↗]</sup>



## Activity Overview

In this activity, you will research digital marketing or e-commerce roles on a job search website and record notes on the job description of a role that interests you. Then, you will practice preparing to interview for that role by writing an elevator pitch.

An elevator pitch is a short, memorable description that explains a concept in an easy-to-understand way. Elevator pitches are helpful for introducing yourself to career and business connections.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

### Scenario

Review the scenario below. Then complete the step-by-step instructions.

To create a strong elevator pitch, you need to consider how to present yourself as a potential candidate for a specific role. Before you begin writing your pitch, you will determine what you are looking for in a digital marketing or e-commerce role. Then, you will research relevant roles on a job search website and identify one that appeals to you. You will review the job description for the position you've identified and record key information about your relevant experience and skills and about the company. Then, you will write a 30- to 60-second elevator pitch using that information. Your elevator pitch will focus on who you are, your experience and skills, and what makes you an ideal candidate for the role.

While this is a practice exercise and you won't actually be applying for the role you've identified (unless you choose to), you can implement this process to search for relevant roles and draft corresponding elevator pitches in the future.

### Step-By-Step Instructions

Step 1: Access the template




To use the template for this course item, click the link below and select "Use Template."

Link to template: [Elevator pitch](#)<sup>[↗]</sup>

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity Template\\_Elevator\\_pitch](#)  
[DOCX File](#)

Step 2: Determine your job search criteria

Before you begin writing an elevator pitch, you'll need to determine what you are looking for in a job. Consider what you've learned about digital marketing and e-commerce roles in this program so far and decide which type of role you would like to pursue. Also consider elements like:

Tasks and responsibilities that interest you

Your current skill set

Your experience level

Your ideal location

Your desired salary range

Add notes on these criteria to the Job Search Criteria section of the elevator pitch template.

### Step 3: Identify your target role

For your elevator pitch to be most effective, you'll need to tailor it to each position you apply for. Begin by searching for roles on platforms like [indeed.com](https://www.indeed.com)<sup>[7]</sup>, [linkedin.com/jobs](https://www.linkedin.com/jobs)<sup>[7]</sup>, or [careerbuilder.com](https://www.careerbuilder.com)<sup>[7]</sup>. You can search for either digital marketing titles like Digital Marketing Coordinator, SEO Strategist, or Social Media Coordinator, or e-commerce titles like E-commerce Analyst or E-commerce Specialist. You can also use the criteria you noted in the Job Search Criteria section of the elevator pitch template to filter for specific jobs.

Then, identify a role that appeals to you and add its title and the company's name to the Role section of the elevator pitch template.

### Step 4: Record your relevant experience and skills

Review the job description for the role you identified in Step 2. Think about how the experience, responsibilities, and skills required for the position align with your own experience and skill set. Consider experience or skills you gained from previous jobs, school, this program, volunteer work, and even your personal life. Record any relevant experience and skills in the Relevant Experience and Skills section of the template.

### Step 5: Record information about the company

Conduct some pre-interview research about the company that is hiring for the role and record what you learn in the Company Description section of the template. Describe what they do and what their mission is. You may find this information in the job description itself, or you might need to navigate to the company's website. Read what others have to say about the company, as well. Note anything about the company that you find particularly interesting.

### Step 6: Start your pitch with an introduction

Now, begin writing your elevator pitch in the Elevator Pitch section of the template. Start with a two to three sentence introduction that includes your name and provides 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.

### Step 7: Express your interest in the role

In an elevator pitch, it's important to get to the point as quickly as possible. Write one to two sentences explaining why the role interests you and why you want to work in the industry.

### Step 8: Describe your relevant experience and skills

Next, review the relevant experience and skills you recorded in Step 3. In two to four sentences, highlight your experience and skills to communicate the value you would bring to the position. Describe the strengths you have that make you a good fit for the role. Consider mentioning your completion of this certificate program and other relevant coursework. And, if applicable, describe a particular project you worked on that relates to the requirements for the role.

### Step 9: Communicate your interest in the company

Communicating why you are interested in the company helps show the interviewer that you are knowledgeable about the company and not just the role. Refer to the description of the company you recorded in Step 3. Then, write one to two sentences indicating that you understand the company's mission and expressing why you want to work for them.

### Step 10: Proofread and revise your draft

Once you're done with your first draft, proofread and revise it. Set a timer and read your draft out loud to check if it fits within the 30–60 second limit. Then edit it down, if necessary. Remember, you want to be able to quickly deliver your elevator pitch and capture your audience's attention. Reading your pitch out loud can also help you identify any awkward phrasing and refine your writing.

### Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

### What to Include in Your Response

Be sure to address the following components in your completed elevator pitch template:

Job description section:

Note on your job search criteria

The title and company name of the target role you identified

Any relevant experience and skills you have that align with those listed in the job description

A description of the company and its mission

Elevator pitch section:

An introduction that provides a brief overview of your professional background

An expression of your interest in the role

A description of your relevant experience and skills

An indication of your interest in the company