St. Norbert College
Career Services
Connecting Students and Alumni with the World
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60 Second Commercial

Use this strategy to answer the interview question "tell me about yourself", to network at a professional event or to mingle at a party.

The 60 Second Commercial is an advertisement of yourself. Be sure to keep it career-related and avoid personal information (where you were born, what your parents do for a living, how many siblings you have, etc.).

- Who are you/Where are you now? (Education: school, location, grad date, degree, majors/minors, concentration, certification, etc.)

- Where have you been? (Experience: Work, internships, volunteer, activities, study abroad, etc.)

- Where are you going? /How can you be of assistance to their organization? (Career Objective/Future Goals)

EXAMPLE

- Senior at St. Norbert College majoring in Business Administration, concentration in HR Management, minor in Spanish
- Customer service through job at Abbey, leadership in SHRM, study abroad in Spain
- Seeking human resource generalist position